VENKATA SRUJITH KAPULURI [LinkedIn](#)   [GitHub](#)

San Diego, CA   (208) 310-3273   skapuluri@ucsd.edu

EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
GPA: 3.61
Relevant Courses: Customer Analytics, Marketing Analytics, SQL&ETL, Analyzing Large Data, Fraud Analytics

Bachelor of Science in Business, CBE   08/2024
University of Idaho, Moscow, ID
Major: Management Information System, Minor: Business Analytics
Grade: cum laude

EXPERIENCE

Marketing Intern (Data & CRM), UCSD Athletics, La Jolla, CA   09/2024 - Present
- Led data-driven fan strategies using Python and Tableau, increasing WBB attendance by 41.7%, MBB by 27.3% and WSOC by 20.6%; optimized promo testing and fan retention across 10+ Sports

Broadcasting Assistant/Technical Director, ESPN+, Moscow, ID   01/2022 - 05/2024
- Lead Technical Operations for live broadcasts across 8 sports, from basketball to track and field, within Big Sky Conference, ensuring high-quality production standards, Swiss Knife Award 2023 Recipient

Data Science Intern, Nike, Beaverton, OR   05/2023 - 08/2023
- Developed and optimized predictive models using SQL and Python, improving forecast accuracy by 15% and streamlining inventory management
- Collaborated with cross-functional teams to automate data processing workflows, reducing manual reporting time by 20%

Financial Analyst Intern, HDFC, Hyderabad   05/2022 - 07/2022
- Analyzed and interpreted financial data for 15+ client portfolios, identifying opportunities for a 12% average improvement in ROI through rebalancing strategies and risk mitigation techniques

PROJECTS

ETL/ELT (Snowflake and Python), MGTA464, UCSD   08/2024 - 09/2024
- Built an ETL pipeline with Python and Snowflake, consolidating 40+ datasets from CSV, XML, and Postgres into a structured database for efficient querying

Hot Hand Analysis, Business Analytics, UCSD   10/2024 - 10/2024
- Cleaned and analyzed 10,000+ basketball shots to test hot hand hypothesis; built logistic regression models that identified 18% increase in shot probability during streaks, informing performance-based strategy

SPECIALIZED SKILLS

- **Languages/Coding:** Python, SQL (Advanced), C++, Java, JavaScript, R, MATLAB
- **Operating Systems:** Microsoft Windows, Excel (Advanced), Access (Intermediate), SAP, Oracle
- **Tools:** Tableau, CRM, Power BI, SQL Developer
- **Certifications:** Data Manipulation (Python and Pandas), Shell, Customer Analytics (UPenn), Cyber Skyline
- **Other Projects:** Library DBMS, Player Transfers in Soccer (Econometrics), Market Research Analysis

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Co- Director of Marketing and Comms, Rady Data Analytics Club   10/2024 – Present
- Research Analyst at Eclipse Analytics, UC San Diego   02/2025 – Present
- Student Analyst and Trader, Barker Trading Program   08/2022 – 12/2022
- Vice President of Operations, Finance Club at University of Idaho   09/2023 – 08/2024