

SAILESH KIRAN KURRA

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PROFILE

- Marketing Analyst aspirant motivated to create a data-driven decision-making environment in Businesses.
- **Analytics Tools:** Python (Pandas, NumPy, Scikit-learn), R, SQL, Tableau, Power BI, MS Excel, JMP
- **Core Competencies:** Linear & Logistic Regression, Decision Trees, Random Forest, Gradient Boosting, KNN, K-Means, Hypothesis Testing, Market Research, Data Analysis, and Financial Modeling.
- **Courses:** Data Management & Business Process Modelling, Predictive Modeling, Statistics in Business Analytics, Data Mining & Business Intelligence, Project Management, Business Decision Modeling, Project Risk and Agile methodologies, Project Management, Project Leadership & Communication

EDUCATION

University of Connecticut – Hartford, CT

August 2022 – December 2023

Master of Science, Business Analytics and Project Management

VFSTR University – Guntur, India

June 2014 – May 2018

Bachelor of Technology, Computer Science & Engineering

ACADEMIC PROJECTS

- **Connecticut Income Tax Analysis | MySQL | DBeaver | Tableau** – Recommended effective allocation of state budget by analyzing Connecticut cities' tax filings and various socioeconomic factors. Identified education and housing as crucial factors to boost tax revenue and developed a tableau dashboard to provide insights.
- **Water Quality | JMP | Predictive Analytics** – Devised a classification model to predict the potability of water based on its chemical composition using gradient boosting techniques and obtained an AUC ≈ 0.84 .
- **CRM Software | Microsoft Project | FMEA** – Developed a team contract and project charter, proposed a schedule and budget for a team of 5 members over a 4-month period, planned tasks using Gantt charts, reformed project updates, and reviewed after-action review (AAR) and used risk assessment methods such as FMEA to ensure accuracy and success.

PROFESSIONAL EXPERIENCE

Up grad Education Pvt Ltd.

Hyderabad, India

Senior marketing Analyst

September 2020 – May 2022

- Segmented leads into behavioral clusters using the k-means algorithm based on their objectives and career goals and aided the product recommendations team to increase the acquisition rate from 9% to 16%
- Developed a go-to-market strategy to launch the product in various geographies through A/B testing and achieved incremental sales of \$70 Million.

Byju's Think and Learn Pvt Ltd.

Hyderabad, India

Business Development Specialist

December 2018 – August 2020

- Managed the needs of 20,000 customers at once using strong prioritization and multitasking abilities.
- Boosted revenue by bringing in and cementing relationships with new clients and optimizing servicing of existing customer accounts.

LEADERSHIP ACTIVITIES, CERTIFICATIONS

- Atlassian certified for Jira Certification 2022.
- Awarded Star of Up grad for two consecutive years 2020, 2021.
- Awarded Young leader award of up grad for the year 2022.