


# Laxmi Sharanya Sripada

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sharanya-sripada 

## About

Analytical and tech-savvy Computer Science student passionate about leveraging data and AI to solve marketing challenges. Proven ability to develop tools that analyze user behavior, predict market trends, and generate actionable insights.

## Education

VIT Bhopal university, Computer Science

Nov 2022 – May 2026

- GPA: 8.37/10

## Skills

**Marketing & Analytics:** Digital Marketing, Market Research, User Behavior Analysis, KPI Tracking, Google Analytics.

**Data Analytics & AI:** Python, Pandas, NumPy, scikit-learn, Prophet, Power BI, GPT-4 API, Streamlit

**Tools & Development:** Git, GitHub, VS Code, React, Node.js, MongoDB, REST APIs, MS SQL Server

## Coursework

**Global Marketing Management** | NPTEL (IIT Roorkee)

Jan - Apr 2025

- Completed a 12-week professional certification funded by the MoE, Govt. of India.
- Gained foundational knowledge in international marketing strategies, market entry modes, and global brand management.

**Modelling & Analytics for Supply Chain Mgmt** | NPTEL (IIT Kharagpur)

Jan - Apr 2024


- Earned certification in applying analytical models to optimize supply chain operations.
- Skills gained are applicable to aligning marketing strategies with logistical capabilities and data-informed planning.

## Projects

**BizForecast AI** 

Feb 2025

- Developed an AI tool to **predict sales trends and customer purchasing behavior**, enabling **data-driven marketing strategy** and budget allocation.
- Engineered **interactive dashboards** to visualize **key marketing KPIs** and overall business health, incorporating AI-driven storytelling to communicate data findings to non-technical stakeholders.
- *Tools:* Python, Prophet, scikit-learn, Power BI, GPT-4 API, Streamlit

**Music Trend Analyzer & Recommender** 

June 2024

- Built a platform that **analyzes user listening data** to identify music trends and preferences, demonstrating skills in **understanding user behavior and personalization**.
- Integrated OAuth 2.0 for secure user onboarding, gathering first-party data to power a **personalized recommendation engine**—a core concept in customer retention marketing.
- *Tools:* React, Node.js, Express, Spotify API, Chart.js

**Lawdesk** 

Sep 2024

- Engineered a two-sided marketplace, implementing features for **user acquisition and engagement** for both clients and lawyers.
- Built a centralized Legal Resource Library with **advanced search functionality** (similar to SEO) to drive organic traffic and provide value, enhancing platform authority.
- *Tools:* React, Node.js, MongoDB, Responsive Design, WebSocket

## Experience

**Front-End Developer Intern**, CodeSoft

Jan 2024

- Applied web development skills to create **high-converting landing pages** and a professional portfolio website, focusing on user experience (UX) and design principles to effectively communicate a brand message.
- Ensured cross-device compatibility and performance, contributing to a seamless user journey and improved website metrics.