Venkata Subba Reddy Kachireddy

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PhD in Information Systems| Batch of 2021 - 26

PROFESSIONAL EXPERIENCE		3 Yr 7 Mon
Factic Inc, Spain	Data Analyst	Apr '20 –Jul '20
Roles & Responsibilities	▪ Analysed historical sales of **2000+** FMCG products & developed multiple time-series forecasting models ▪ Generated visualization dashboard using Tableau to understand pre-existing relationships ▪ Identified three predominant clusters through unsupervised learning to explain product purchase trend	
Achievements	▪ Improved deep learning model explainability using machine learning models with approx. **88%** accuracy by accounting for the impact of trend, seasonality, and external geographical factors ▪ Increased sales by **17%** through association rule mining to recommend product placement in stores	
Fondazione Francesca Rava, Milan	Business Analyst	Jan '20 – Mar '20
Roles & Responsibilities	▪ Performed demographic analysis from **nine** datasets to understand the people's propensity to donate ▪ Developed **33** Gradient Boosting Models having **14** attributes to identify under & over-donating regions	
Achievements	▪ Generated potentially an economic value of **₹25,00,000** through recommended marketing strategies	
Binani 3B-Fibreglass Ltd	Senior Engineer	Jun '16 –Jul '19
Roles & Responsibilities	▪ Responsible for the day-to-day upkeep of equipment through periodic maintenance ▪ Assessed & implemented process enhancements through inter and intra-function collaboration	
Achievements	▪ Generated annual savings of **₹41.5 Lakhs** through process parameters optimization ▪ Reduced daily electrical consumption by **1000 kWh** through R&R design enhancement ▪ Completed migration of maintenance module from internal ERP to SAP within **six months**	

EDUCATIONAL QUALIFICATIONS			
Degree	Institute	%/CGPA	Year
Ph.D. – MIS	Iowa State University	-	Now
MS – Business Analytics	Esade Business School	8.25	2019
BE – Mech Eng.	Birla Institute of Technology and Science	7.67	2016
Class XII	Narayana Junior College	95.40	2012
Class X	Dr. KKR Gowtham International School	91.67	2010

Skills

▪ SQL – Python – R – Tableau – PowerBI – Microsoft Azure – Microsoft Excel – PowerPoint - Ansys– Solidworks - AutoCAD

ACADEMIC RESEARCH & INTERNSHIPS		
Labour Costing of Various Models of HTG	▪ Determined extrinsic factors that played pivotal role in evaluating labour costs to procure HTG ▪ Negotiated purchase price piecewise to optimize the ordering cost of supply chain department ▪ Curtailed product cost by **66%** on average for every model of High-Temperature Generator	2015
Disaster resiliency using Twitter API	▪ Identified key disasters, their interval, and search engine terms for prioritization ▪ Web scrapped more than **10 million** tweets through Twitter API V2.0 using Python automation ▪ Performed sentimentality analysis and developed social communication network	2022
Digital Nudging for preventive Healthcare	▪ Observed consistent differences in life span based on gender over last couple of decades ▪ Incorporated research from gender role conflict, behavioural bias, utility theory, & nudges ▪ Influenced men healthcare behaviour through social comparison & decision structure nudge	2021

COMPETITIONS & CERTIFICATIONS		
ML/DL	▪ Neural Networks and Deep Learning by Andrew NG	2021
SQL	▪ SQL for Data Science by Coursera	2021
AWS	▪ Certified Amazon Web services Solutions Architect Associate	2020
Python	▪ Python for Time Series Data Analytics by Udemy ▪ Qualified Data Scientist with Python by DataCamp	2020 2019
SAE-BAJA	▪ Emerged in final round among **900** competitors & first team to represent BITS Pilani-Goa ▪ Secured a sponsorship of **₹1,75,000** as lead sponsorship team member.	2015

POSITIONS OF RESPONSIBILITY & OTHERS		
Chief President	▪ Communicated to a team of **30** members to provide hospitality to **600** visitors at SPREE-2015	2015
Interests	▪ Reading business articles, books & playing carroms, volleyball	