Surya Venkata Rohit Nuthangi

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EDUCATION

Master of Science, Business Analytics, University of North Texas	August 2021 – May 2023
Bachelor of Science, Computer Science, Aditya Engineering College	June 2017 – May 2021

PROFESSIONAL EXPERIENCE

Data Analyst Intern   May 2023 – November 2023
Apexon   *Dallas, TX*
- Assisted in designing strategies for retail stores based on market basket analysis, identifying key features to increase traffic. Contributed to a 10 % sales lift through data-driven recommendations.
- Implemented data visualization techniques in Microsoft Power BI to create 10+ interactive dashboards for cross-functional teams, resulting in a 15 % reduction in customer churn and a 5 % increase in repeat purchases.
- Created data visualizations using Tableau and Power BI to analyze product sales geographically, identifying key market trends and optimizing sales strategies, leading to a 12 % increase in sales revenue.
- Collaborated on a sales and revenue visualization project using Python libraries like Matplotlib and Seaborn to create compelling visual representations of data,resulting in a 10 % increase in data driven decision making.
- Contributed to the development of CI/CD pipelines for continuous monitoring and efficient debugging and testing of code, improving the software development process.

Advanced Analytics   October 2021 – July 2021
Byju's   *Benguluru,India*
- Developed a python based tool to track and monitor the impact of business development plans,contributing to a 8 % successful lead conversion.
- Achieved cross team adoption of the tools and delivered 20 % growth in sales in targeted regions.
- Crafted a customer segmentation framework to identify target customers across cold calling, networking, marketing initiatives, and leveraging prospective database leads. This resulted in 5 % MoM sales growth.
- Designed a visualization tool to showcase product effectiveness and track individual outcomes leading to a MOM improvement in customer satisfaction score.

Summer Intern   May 2020– July 2020
Times of India   *Delhi,India*
- Gathered a comprehensive image dataset relevant to the project's scope. Scaled the pixel values to the required range to ensure consistency and optimal performance during training.
- Employed PyTorch, a popular deep learning framework, to train the image dataset on a suitable deep learning model. The training process involved fine-tuning hyperparameters to achieve the best results.
- Conducted hyperparameter tuning and improved baseline accuracy by 5 %.
- Simplified impactful visual representations of model predictions using Tableau, enhancing stakeholder understanding and facilitating a 15 % increase in stakeholder engagement.

TECHNICAL SKILLS

Programming Languages: Python, Java, SQL, C++, HTML, CSS.
Database: Oracle, MySQL, PostgreSQL.
Data Integration & BI Tools: Tableau, Microsoft Power BI, Microsoft Excel, Google Analytics.
Machine Learning: Classification, Regression, K-Means Clustering, Random Forests, NLP, SVM, CNN.
Other Tools: MS Office, Git, Jupyter, R Studio, Databricks, Hadoop,Pyspark, AWS, GCP.

PROJECTS

Automobile sales prediction | *Python, Supervised learning, Random Forest, K-NN, Logistic regression*
- Performed Exploratory data analysis, determining key metrics in the automobile sales data set and produced insights that improved decision making by 20 %.
- Predicted the sales rate with 87% accuracy in the industry segmented by location using modeling techniques including KNN, logistic regression using Python.

New York housing market Analysis | *Python,Random forest regressor,XG Boost, geopandas,folium,Seaborn,Matplotlib*
- Engineered the model ,enhancing the decision making for property buyers,sellers,brokers,investors by providing accurate and location specific predictions.
- Executed the integration of XGBoost, resulting in a significant 20 % increase in accuracy and achieving a robust F1-score of 0.85. Demonstrated proficiency in advanced techniques, delivering unparalleled predictive performance.

CERTIFICATIONS

Supply Chain Data Analyst	Coursera	April 2024
Data Analyst	Datacamp	January 2024
AWS cloud technical essentials	Coursera (AWS)	November 2023
Python for Data Visualization	Linkedin	May 2023
Fundamentals of Deep Learning	NVIDIA	August 2023