Usha Yeruva

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EDUCATION

UNIVERSITY OF MICHIGAN – ANN ARBOR, GPA: 3.8/4　　　　　　　　　　　　　　　　　December 2020
BS in Information (Data Science) & BA in Political Science
- Data-Oriented Programming, Data Manipulation, Introduction to Statistics and Data Analysis, Computational Political Science, Natural Language Processing, Machine Learning, Political Science Research, Models of Social Information Processing

SKILLS

- **Strong:** Python (Pandas, NLTK, NumPy), R, PostgreSQL, Web Scraping (BeautifulSoup)
- **Experienced:** HTML, CSS, JavaScript (D3)
- **Non-technical:** Tableau, NGP VAN Votebuilder, Campaign Organizing [Stevens for Congress (MI-11), Clinton for President]

WORK EXPERIENCE

LOCKWOOD STRATEGY LAB *Data and Analytics Intern*　　　　　　　　　　　　　　　　June 2020 - Present
- Utilized skills in Python and SQL to manipulate data from digital campaigns for clients like ACRONYM and Courier Newsroom with the goal of showing value and progress.
- Wrangled multiple data streams and built out dashboards reporting out on ad transparency and voter registration metrics.
- Gained experience with tools used in the Progressive data space: Civis Platform, Voterfile, and Periscope.

ELIZABETH WARREN FOR PRESIDENT *Data Assistant to Michigan Data Director*　　　　January 2020 – March 2020
- Leveraged skills in Votebuilder to create recruitment lists for various campaign fundraising and engagement events.
- Ran reports to better understand absentee ballot data coming out on a daily basis.

U-M SCHOOL OF INFORMATION *Teaching Assistant*　　　　　　　　　　　　　　　　September 2019 – Present
- Collaborated as a member of the instructional team for an undergraduate Python programming course (Data-Oriented Prog).
- Administered course logistics, graded assignments, and helped students gain better understanding of difficult concepts, aiding in homework and test preparation.

TARGETSMART COMMUNICATIONS *Data Products Intern*　　　　　　　　　　　　　September 2018 – June 2019
- Utilized Python scripting and Alteryx workflows to help analyze and maintain large databases containing millions of rows of voter file and consumer data.
- Parsed, cleaned, and organized complex raw data into functional formats.
- Produced, analyzed, and audited ad-hoc data solutions for client's matching, targeting, and outreach efforts.

ABM INDUSTRIES, NEW YORK *Business Analyst Intern*　　　　　　　　　　　　　　June 2019 – August 2019
- Utilized Excel and Tableau to complete in-depth analyses of the communication team's activities and business value.
- Designed and executed A/B testing procedures to extract data on email communication performance.
- Created a metrics dashboard that reports on key KPIs and allows the team to easily report data on their performance.

EXTRACURRICULARS

SOUTH ASIAN AWARNESS NETWORK AT U-M *Director*　　　　　　　　　　　　　　May 2017 – Current
- Responsible for planning annual conference on social justice issues salient to the South Asian community, by establishing structure, reaching out to a multitude of speakers, designing workshops, and ensuring that the conference catered to a diverse array of participants interested in social justice.

PROJECTS

EXPLORATION OF OLYMPIC GYMNASTICS DATA *SI 330: Data Manipulation*　　　　　December 2019
- Scraped data from various web sources and APIs to create a database with historical information on Olympic Gymnastics performances.
- Utilized pandas, PostgreSQL, and various visualization tools (matplotlib, plotly, D3) to parse through, organize, and visualize interesting trends.

Housing Management Survey *Central Student Government*　　　　　　　　　　　　　May 2018
- Utilized tools like Qualtrics and knowledge of survey methodology to create surveys that were sent out to over 50,000 students.
- Conducted data analysis with methods like cluster and regression analysis and visualized results using Tableau.