

VAISHNAVI VUYYURU

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business

Atlanta, Georgia

Bachelor of Science in Business Administration

August 2021 – May 2025

GPA: 3.98/4.00

- **Concentration:** Information Technology Management, Business Analytics
- **Minor:** Leadership Studies
- **Honors:** Zell Miller Scholarship, John R. Battle Award for Student Excellence, Faculty Honors, Dean's List
- **Relevant Coursework:** Business Analytics, Revenue Management & Pricing Analytics, Quantitative Analysis, Business Data Preparation & Visualization, Machine Learning for Business, Business Programming, Management Statistics, Linear Algebra, Information Systems and Digital Transformation, Operations Management, Foundations of Strategy, Database Management, Project Management, Servant Leadership & Values Systems, Foundations of Leadership, Integrative Management Analysis, Fintech & Crypto Tokens

EXPERIENCE

WHEELCHARIOT

Atlanta, Georgia

Social Impact Intern

January 2025 – April 2025

- Researched & compiled detailed document on 10+ potential partner organizations, expanding disability-focused network
- Created a strategic content calendar and created 12 social media posts with inclusive captions to boost audience interaction
- Strengthened relationships and increased engagement by sending 30+ personal emails to professors + community partners

KPMG

New York, New York

Firmwide Analytics Intern

June 2024 – August 2024

- Enhanced data harvesting ML/AI platform via QA testing/bug detection saving 3-6 weeks in data extraction time for users
- Developed supplemental Salesforce dashboard framing to assist evaluation of client-facing opportunities for 100+ partners
- Refined deal advisory LLM via randomized testing so GPT model accurately interprets 700+ lines of public relations data

NCR CORPORATION

Atlanta, Georgia

Product/Program Management Intern

May 2023 – August 2023

- Benchmarked & measured 10+ OKRs and provided an executive-level report by producing a mega Smartsheet dashboard
- Mined, cleaned, & aggregated data sets with 200k+ rows using Power Query & BI to enhance visualization of unsold PIDs
- Optimized PM time/resource allocation through the automation of Self-Checkout metric extraction by querying 4 databases

GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, Georgia

Math 1711 Teaching Assistant

August 2022 – May 2023

- Independently led biweekly classes of 25-30 students about the fundamental concepts of probability and matrix algebra
- Constructed a positive, growth-focused environment where students felt comfortable engaging daily and asking questions
- Provided educational materials like daily lesson plans and weekly homework packets that averaged a 97% completion rate

CARPATHIAN FOUNDATION

Eger, Hungary

Funding and Strategy Intern

June 2022 – July 2022

- Initiated impact measurement by creating a detailed report and presentation for the Emergency Response Fund for Ukraine
- Crafted a long-term marketing and outreach plan with over 20 fundraising suggestions/ideas to aid in sustainable practices
- Improved the foundation's Western visibility and relationships by proofreading and rewriting 8 grant-related documents

PROJECTS

Telecom Customer Behavior Model

Atlanta, Georgia

Data Science Workflow Project

January 2024 – May 2024

- Used pandas & seaborn to identify customer behavior patterns in relation to churn/loyalty behavior in the Telecom industry
- Normalized dataframes & performed One-Hot Encoding on 7000+ lines to enhance predictive accuracy in ML algorithms
- Created prediction model of customer churn using binary logistic regression & tested model accuracy with confusion matrix

Zipcar System Design

Atlanta, Georgia

Software System Design & Implementation Project

January 2024 – May 2024

- Evaluated Zipcar user requirements to create necessary ER-diagrams and relational schema to support all user requirements
- Developed a database and 30+ SQL queries to answer common business questions about client details and car optimization
- Established a framework to extract, transform, and load applicable activity to implement the use of the data warehouse

Spotify Hits Predictor
Linear Regression Project

Atlanta, Georgia
August 2023 – December 2023

- Analyzed variables affecting musicality of past popular songs in RStudio to forecast future Spotify streaming performance
- Created regression models and decision trees using R to analyze p-values & determine if models are statistically significant
- Simplified the process of utilizing streaming variables in RStudio by using Excel to appropriately aggregate & clean data

LEADERSHIP

SHELLER BUSINESS AMBASSADORS

VP Membership Development, Scheller Business Ambassador

Atlanta, Georgia
January 2022 – May 2025

- Exhibited clear communication when maintaining student/faculty relationships within the business undergraduate program
- Facilitated individualized tours to greet incoming students and faculty, including the recently appointed Dean of Scheller

GOOD MOLECULES

Campus Ambassador

Atlanta, Georgia
August 2024 – December 2024

- Selected from competitive pool of 1000+ candidates to enhance brand visibility for Gen-Z-focused skincare startup
- Increased product engagement by hosting 4 events and distributing 700+ samples of skincare products across campus

FIRST-YEAR BUSINESS SEMINAR

Scheller Mentor

Atlanta, Georgia
August 2024 – December 2024

- Lead group of 5 first-year students in delivering an entrepreneurial case study by providing a step-by-step analysis method
- Mentored class of 20+ students while managing small group discussions to ensure their smooth transition to Georgia Tech

A-TOWN SHOWDOWN

President, Advisor

Atlanta, Georgia
May 2023 – May 2025

- Oversaw team of 54 people to efficiently run 3-day dance competition hosting ~18 dance teams from around the nation
- Coordinated with two national dance organizations to uphold established standards while serving as a key resource for VPs

Vice President, Philanthropy

June 2022 – May 2023

- Fundraised over \$1,500 for and promoted the education of underprivileged children in impoverished Indian communities
- Collaborated cross-functionally with other sub-committees to effectively communicate philanthropic mission and initiatives

EPIC INTENTIONS

General Consultant

Atlanta, Georgia
August 2023 – December 2023

- Developed a comprehensive marketing & financial strategy to establish sustainable revenue stream for local no-kill shelter
- Identified critical obstacles in thrift store differentiation and devised innovative solutions to solidify distinctive positioning

ALPHA KAPPA PSI – EPSILON SIGMA

Diversity, Equity, and Inclusion Head; Chaplain

Atlanta, Georgia
December 2022 – December 2023

- Spearheaded DEI conversation initiative and organizing 10+ community town halls to increase awareness and education
- Promoted & developed a safe space for members by maintaining and revising 4 policies regarding human resource topics

GT RAMBLIN' RAAS

Finance Chair

Atlanta, Georgia
May 2022 – June 2023

- Managed revenue/expense portfolio of over \$30,000 while maintaining trust with stakeholders via constant communication
- Increased local business sponsorship engagement by 50% to promote cultural outreach in the greater Atlanta community

SKILLS/INTERESTS

Technology: Microsoft Excel, Power Query, SQL, R, Tableau, PowerBI, HTML, Python, Smartsheet, Adobe Cloud
Languages: English (Native), Telugu (Fluent), Spanish (Fluent), Hindi (Conversational), American Sign Language (Basic)
Interests: Sewing, Embroidery, Crocheting, DJing, National Parks, Board Games, Dancing, Reading, Food Enthusiast