



Vinodh Reddy Chennu

Data Science Enthusiast

Pursuing Full-time MBA Business Analytics and Microsoft Professional Program in Data Science; Looking for a Summer Internship Opportunity for 2 months in the Data Science field.

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📍 Hyderabad

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EDUCATION

MBA in Business Analytics

University of Hyderabad

07/2018 – Present

7.22/10 School of Management Studies

B.E. (Hons.) in Mechanical Engineering

Birla Institute of Technology & Science, Pilani

08/2011 – 05/2015

BITS Pilani Hyderabad

POSITION OF RESPONSIBILITIES

Digital Marketing Executive

Mu BIT Private Limited

01/2017 – 07/2018

Hyderabad

(site:mu-bit.com) Offers Digital Marketing and Web Development Services.

Tasks

- Setting up marketing campaigns on Facebook, AdWords.
- Design and optimize landing pages for better conversions and ranking on search engines.
- Track and analyse website traffic flow.
- Design, manage and maintain the organisation's WordPress websites.

Editor-in-Chief

ME Mechanical

06/2015 – 12/2016

Hyderabad

(site:me-mechanicalengineering.com) Portal for mechanical engineers & students.

Tasks

- Reviewing and optimising the content submitted by authors.
- Handling reader comments and taking responsibility for making improvements in content and WordPress website design.
- Monitoring website traffic stats and making a plan to attract new audiences to the website.

Editor

ME Mechanical

01/2014 – 05/2015

Started while pursuing graduation in BITS

(site:me-mechanicalengineering.com) Portal for mechanical engineers & students.

Achievements/Tasks

- Periodically updating the blog by writing new blog articles on various mechanical engineering topics.
- Creating creative graphic images and visualizations for articles.

TECHNICAL PROFICIENCY

Python

SPSS

R

T-SQL

Excel

Tableau

Machine Learning

Minitab

Google Analytics

SEM

SEO

SMM

Photoshop

WordPress

CONFERENCE/PUBLICATIONS

Presented a Conference Paper in 6th International Conference on Business Analytics and Intelligence (ICBAI 2018) at IISc Bangalore. (2018)

Paper Title: Analysis of Indian Users Behaviour in Manufacturing Industry Sector Websites

Published Journal Paper in Advances in Materials and Processing Technologies Journal (2017)

Paper on Lab Oriented Project: Experimental and finite element studies of single stage incremental forming process: effect of process parameters on maximum wall angle and thickness distribution. (Dec 2014)

Presented a Conference Paper in the National Conference on Design and Manufacturing Technologies for Product Life Cycle (2016)

Paper on Thesis: Optimization of process parameters in CNC wire cut EDM using Taguchi method for effective machining of Stavax ESR (May 2015).

PROFESSIONAL CERTIFICATE PROG.

MPP for Data Science

Offered by Microsoft and Edx

06/2018 – Present

Tasks/Achievements

- Finished 8 out of 11 Modules; Covering the skills T-SQL, Excel, Power BI, Python, R and Machine Learning.

RESEARCH EXPERIENCE

Thesis Intern (12/2014 – 05/2015)

Thesis Intern under Prof N. Suresh Kumar Reddy (Department of Mechanical Engineering, BITS Pilani Hyderabad Campus)

- Optimization of process parameters in CNC wire cut EDM using Minitab Software with Taguchi methodology for effective machining of Stavax ESR.

ACADEMIC COURSES

Data Visualization

Statistics for Business Analytics

Data Base Management

Data Warehousing and OLAP

Data Mining & Machine learning

Marketing Research

Econometrics and Business Forecasting

Operations Research

ACADEMIC PROJECTS

Analyzing Indian Users Behaviour on Educational Industry Sector Websites (2019)

- Analyzing the Indian user's behavior various performance dimensions on the Educational Industry Sector website in the past 4 years of data tracked on the Google Analytics tracking tool using Tableau.

Predicting default rates on housing loans of bank's loan data. (2018)

- Finding NPA Status of the individual person on bank's loan considering various variables on data set using Tree diagram, Discriminant Analysis, Logistic regression methods on statistical software SPSS.

EXTRA CURRICULAR ACTIVITIES / ACHIEVEMENTS

Won 1st Prize in Chess Tournament (Varthaka) at University of Hyderabad and Represented University in South Zone Inter University Chess Championship. (2018)

Active JCI and Certified as an Effective Public Speaker. (2018)

Part of Junior Chamber International (JCI) Organization since 2016.

Active Participant in 5K and 10K Marathons.

Part of BITS Pilani Hyderabad Campus Hockey team (2011 – 2015)

Participated in Arena Sports Fest and Sport meets.

Part of Technical Committee Member at MEA, BITS Pilani Hyderabad Campus (2012 – 2013)

Maintained MEA and mechanical workshop web portal and designing of Posters for the events organised by Mechanical Engineering Association.

Participated in Andhra Pradesh State level Flying Disc Championship. (2006)

Participated in Andhra Pradesh State level Chess Championship Under'11 (2005)

Secured 4.5 points out of 7.

HOBBIES



Playing Chess



Blogging



Jogging



Football

PROFESSIONAL CERTIFICATES

Principles of Machine Learning (2019) [↗](#)

Course offered by Edx and Microsoft using Jupyter

Python Programming Track on DataCamp (2019) [↗](#)

Course offered by DataCamp Lab

Data Science Research Methods: R Edition (2019) [↗](#)

Course offered by Edx and Microsoft using Jupyter

Querying Data with Transact-SQL (2018) [↗](#)

Course offered by Edx and Microsoft using DataCamp Lab

Introduction to R for Data Science (2018) [↗](#)

Course offered by Edx and Microsoft using DataCamp Lab

Essential Statistics for Data Analysis using Excel (2018) [↗](#)

Course offered by Edx and Microsoft

Analyzing and Visualizing Data with Excel (2018) [↗](#)

Course offered by Edx and Microsoft

Digital Sales Certification (2018) [↗](#)

Certified by Google Academy for Ads.

Digital Unlocked Certification. (2017) [↗](#)

Certified by FICCI, Google and ISB.

Bing Ads Accredited Professional Status (2017) [↗](#)

Google Analytics Certification. (2016) [↗](#)

Certified by Google Academy for Ads.

Google AdWords Certification. (2016) [↗](#)

Search, Display, Video and Shopping Advertising certified by Google Academy for Ads.

VOLUNTEER EXPERIENCE

— **Student Coordinator**
NSS, BITS Pilani Hyderabad

08/2013 – 08/2014

National Service Scheme of BITS Pilani Hyderabad chapter

Tasks/Achievements

- To interact with the NSS program coordinator for planning and informing about NSS events and activities.
- Conducted regular meetings among NSS student volunteers.
- Organised on campus and off campus NSS events.