

YELLANKI SAI MEGHANA

MBA – Business Analytics - IIT, Dhanbad



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PROFESSIONAL EXPERIENCE

Business Analyst Intern, Analytics Resource (May'23 – Nov'23)

- Spearheaded Python-based web scraping on social media and real estate platforms, quadrupling data collection speed and laid ground for further analysis
- Handled clients from a UAE real estate firm, to deliver comprehensive data analysis results.
- Demonstrated effective stakeholder management by translating complex findings into actionable insights.
- Conducted market analysis of Gold-USDollar forex, contributing to automation of trading strategies.
- Leveraged MT4 & MQL to develop algorithms, with profits of 5-10%, contingent on market conditions.

PROJECTS

1. Understanding Public Perception on Indian Economy through social media Analysis :(Aug'23-Nov'23)

- Utilized NLP and ML techniques like Logistic Regression, SVM, GB, ETC, RF on X(formerly twitter) data by webscraping
- Assessed public sentiment on Indian economic considering 28 topics like GDP, inflation, macro-economic indicators
- Implemented TF-IDF, BoW feature extraction for sentiment analysis, achieving 93% accuracy with Random Forest, Gradient Boosting, and Extra Tree Classifier.

2. Products Management System (Shop): (Feb'23-April'23)

- Designed an efficient database schema for inventory, sales, and suppliers using **MySQL and Python** with 1000 records.
- Implemented **CRUD operations** for data management and proficiently executed complex SQL queries.
- Established a secure MySQL connection through XAMPP server and developed a **user-friendly Python interface**

3. Analysis of Sales Trends on Indian E-commerce platform (Flipkart): (Sep'22-Nov'22)

- Conducted **sales trend analysis** in the Indian e-commerce market (Flipkart) using Flipkart Mobile dataset from **kaggle**.
- Utilized various **data visualization** techniques, including heatmap correlation, boxplots, and missing value analysis, to gain insights and identify areas for improvement.
- Preprocessed data by handling categorical variables with one-hot encoding and applied **Ridge, Lasso, and OLS regression** for sales price prediction, determining the best performing model with accuracy of 91%.
- Represented insights through **Power BI** visualizations.

4. YouTube Video Summarization Browser Extension: (Feb'22-May'22)

- Utilized **NLTK, spacy, and gensim** to condense YouTube videos into succinct scripts using extractive NLP techniques.
- Employed **unsupervised text summarization** for efficient content extraction, enabling users to access video information swiftly.
- Developed a user-friendly **browser extension** for inputting YouTube links and displaying concise video summarizations.

EDUCATION

- **Indian Institute of Technology (ISM), Dhanbad**
MBA - Business Analytics
August 2022 - May 2024 | **CGPA: 7.8**
- **GVPCEW, JNTU Kakinada**
Bachelor of Technology – Computer Science and Engineering
June 2018 – May 2022 | **CGPA: 8.27**
- **Sri Chaitanya Junior College** | 12th –
April 2017 - April 2018 | **Percentage: 93.3%**
- **Sri Chaitanya EM School** | 10th –
April 2015 - April 2016 | **GPA: 10**

CERTIFICATIONS

- Data, Data, everywhere authorized by Google, Coursera
- Become a Business Analyst, LinkedIn Learning
- Python Programming, Data Structures & Algorithms, NPTEL
- Agile Project Management by Google, Coursera
- Preparing Data for Machine Learning offered by Great Learning Academy

SKILLS

- Python, C, Object Oriented Programming
- Oracle and MySQL Databases
- Microsoft office: Excel, PowerPoint, Word
- Power BI, Tableau, Google Looker Studio
- UI/UX - Figma, Miro
- Statistics: Systat
- Meta Quotes Language for Trading

POSITIONS OF RESPONSIBILITY

- **Club Coordinator**, Quaerere Analytics Club, IIT Dhanbad: Led a team of 14, organized 10+ events, managed 4 verticals, showcasing leadership, communication, event handling skills.
- **Senior Content Member**, Media and Public Relations Cell, IIT Dhanbad: Wrote social media posts for events, communicated with industry experts through email.
- **Editor**, Dept. Magazine COSCENGERS INSPIRE, CSE GVPCEW: Led 12-member team, released 3 successful editions during B.Tech

ACHIEVEMENTS

- Qualified GATE 2022 in Computer Science paper.
- Topped the Department (B.Tech) for 2nd, 6th, and 8th semesters.
- Participated in a TV show CHAMPION conducted by ETV, a famous Telugu channel.