

DURGA PRASAD GODAVARTHI

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Education

Indian Institute of Technology, Kharagpur
Dual Degree Course in Mining Engineering; GPA:7.73

Kharagpur, India
July, 2014 – April, 2019

Sri Chaitanya Junior Kalasala
Board of Intermediate Education, AP; Percentage: 94.3

Vijayawada, India
July, 2012 – April, 2014

Work Experience

Axtria India Private Limited
Business Analyst

Gurgaon, India
July 2019 – March 2020

- **Collaborated** with pharmaceutical business partners to understand business objectives and develop various reports, ad hoc analysis, deep dive analysis, promotional analysis and **business insights** for a drug
- Extracted and processed the data from cloud databases for creating dashboards, visualization and different data driven insights using various KPI's
- Performed business performance **deep dive analysis** to understand drivers on key trends to provide actionable insights
- Analyzed Patient level claims data to identify patterns in patients' journey who are either switching from one product to others in the market or continuing/new to the market
- Developed Analytical skills and gained experience on Data mining, Data Processing and has hands on experience of working on technologies like **SQL, R, Python, Excel, Tableau**

Axtria India Private Limited
Business Associate

Gurgaon, India
April 2020 – Present

- Developed **linear Regression** models to demonstrate the effectiveness of various marketing channels for a life science product and optimized the channel spend based on various budget scenarios to maximize the profit
- Market mix modelling and analysis: Performed statistical and **predictive analysis** to estimate the impact and effectiveness (ROI) of individual marketing promotion channels such as TV, paid search, Emails, etc. Helped brand managers to **optimize** their marketing budget of across different marketing channels
- Customer Segmentation Analysis: Built robust **Classification Machine Learning** models for a newly launched drug and helped client identify the customers to be targeted for new prescriptions and important promotions to be focused and improved the precision using **SMOTE, Cross Validation, Outlier treatment**

Skills and Expertise

Languages/Skills: Python, R, SQL, Microsoft SQL Server, Data Mining, Data Processing, Business Analysis, Data Visualization, Statistical Analysis

Software Skills: PowerBI, Visual Studio, Tableau, Advanced Excel

Relevant Coursework/ Certifications

- Data Analytics
- Probability and Statistics
- Programming and Data Structures
- Machine Learning
- Geo-Statistics
- Data Science with Python

Internships / Projects

insAnalytics

Data Science Intern

Kolkata, India
May,2018 – July,2018

- Designed a interactive dashboard which provides end-to-end data analytics solutions to laymen on their custom data sets
- Developed generalized python modules for back-end processes of Pre-processing, Manipulation, Visualization, Inference
- Worked on Multivariate dataset of wine samples and performed data preparation and Visualization.Principal Component Analysis (PCP) is used for dimensional reduction Linear Discriminant Analysis (LDA) is performed to classify the data
- Worked on Loan Prediction data, developed a Random Forest Model using sklearn to validate customers eligibility for loan based on 10 different features. Reduced the over fitting by cross-validation and derived top 5 features

Leadership / Extracurricular Activities

As an active member of fun club, Org level initiatives for employee engagement activities virtually and conducted monthly virtual team connects to engage new employees into the office environment. Awarded BRAVO for exceptional work for leading the project within stipulated timeline