YESWANTH CHOWDARY MALLADI

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EDUCATION:

The University of Texas at Dallas May 2020
M.S., Business Analytics (Data Science) GPA – 3.65
Coursework*: Machine Learning, Programming for Data Science, Econometrics, Statistics & Data Analysis, Business Analytics, Big Data, Prescriptive Analytics, Predictive Analytics with SAS ,Advanced Analytics*

TECHNICAL SKILLS:

- **Languages:** R, Python, SQL, GIT, Mongo DB, PostgreSQL, SQLite, C, HTML, CSS, JavaScript.
- **Data Visualization Tools:** Tableau, PowerBI, SAS, Stata, Adobe Analytics, Google Analytics, A/B Testing, MS excel, MS power point.
- **Frameworks**: NumPy, Pandas, Scikit-learn, Keras, Tensor Flow, Seaborn, Bootstrap, Plotly, Flask.
- **Statistical, Econometric & Machine Learning Techniques:** Descriptive Statistics, Regression, Time series, Panel Data Regression, Bayesian Methods, Clustering, Dimensionality Reduction, Market Basket Analysis, Conjoint Analysis, Logit, Probit and Tobit Models, Ensemble Methods, Bagging, Boosting and Pasting methods, Perceptron, CNN and RNN, Monte-Carlo Simulations, NLP

PROFESSIONAL EXPERIENCE:

Child Poverty Action Lab – Graduate Analytics Practicum, *Dallas, Texas* Jan 2020 – May 2020

- Created a community score for 1172 census tracts in Dallas, Collin, Tarrant and Denton based on community, economics, education, family, health Domains and visualized in tableau dashboard.
- Implemented linear regression to calculate individual weights for each indicator based on how strongly the indicator predicts health and economic outcomes, which improves the predictive validity of the index.
- Expanded the number of indicators in the health domain from 5 to 12 to make community index more robust.

RLabs Enterprise Services Ltd – Data Analyst, *Hyderabad*, *India* July 2017 - July2018

- Analyzed the data which provides solutions to the client's business information and reduces the complexity of data by 40% using data wrangling techniques in Python.
- Developed advanced models that solve problems of large dimensionality in a computationally and statistically effective manner on diverse datasets which reduced the runtime of the scripts by 15%.
- Converted data into actionable insights using Tableau and provided dashboards which resulted in 3 times the Sales performance of the client's newly launched product.

Bigbasket – Marketing Data Analyst, *Bangalore, India* Feb 2016 – Mar 2017

- Analyze the performance of the Big basket website and media campaigns using Adobe Omniture and Google Analytics to, derived
- Insightful findings and recommendations on site optimization.
- Implemented A/B testing using Optimizely and Adobe test & target to test changes in the website, and eventually increase site engagement, Implemented the testing Idea after witnessing a successful significant increase by 9.5%.
- Delivered monthly/weekly site traffic reports using Google data studio and Tableau to create dashboards.
- Analyze keywords from different angles such as search volume, keywords difficulty, CTR, click per search (CPS), keywords intents, etc.
- Drove marketing ROI by 20%, by providing analytics-based marketing strategies that increased user adoption & user engagement by over 10%, prospect lead to opportunity conversion by over 15%.

ACADEMIC PROJECTS:

Disaster Response Tweets Classification Webapp (ETL, SQL, NLP, ML, Flask, End to End ML Web Application)

- Built an ETL Pipeline to extract data from the given dataset, clean the data, and then store it in an SQLite database
- Created a machine learning pipeline that uses NLTK, GridSearchCV to train a multi-output classifier which outputs a final model that predicts a message classification for the 36 categories.
- Deployed a web application using Flask to show data visualization and classify any message that users would enter on the web page in real time.

Recommendation systems for IBM Watson studio

- User-User Based Collaborative Filtering: Made a personal recommendation to an IBM Watson user by recommending unseen articles that were viewed by similar users
- Content Based Recommendations: Recommend articles that were similar in content to a given article. Converted article headlines and descriptions to TFIDF vectors, reduced the vectors' dimensions with PCA, then find closest articles based on Euclidean distances.
- Matrix Factorization: Used Funk SVD to find new articles that a user will like to read

Bank Marketing Outcome Prediction (Python, Machine Learning)

- Analyzed a Portuguese bank's marketing campaign data of 41188 records to predict if a customer will subscribe to a term deposit.
- Built a framework that takes the data, various classification models, their parameters and the evaluation metrics as inputs and generates a result grid and ROC curve.