Sita Anusha Poosarla

1153 Snowberry Ct, Sunnyvale, CA 94087 | (503) 928 9193 | poosarla.sitaanusha@gmail.com | [LinkedIn](#)

Education

Master of Science, Engineering Management | *San Jose State University* | GPA: 3.8   Expected Dec 2020
Master of Science, Civil Engineering | *Andhra University* | GPA: 3.9   Apr 2014

Certifications

- Programming for Data Science Nanodegree | *Udacity*   Sep 2019
- Certified Six Sigma Green Belt | *San Jose State University*   May 2019

Technical Skills

Programming Languages	R, Python
Databases	SQL, MySQL, PostgreSQL
Tools	SQL server, Jupyter Notebook, Rstudio, Git, Tableau, SPSS, Minitab, MS Office, Lucid Charts, Slack, Atlassian, Confluence, JIRA, Salesforce
Machine Learning Skills	Linear/logistic Regression Analysis, Classification trees, Decision boundaries, KNN, K-means, Ensembled methods, Clustering, Association rules, Hypothesis
Web Analytics	Google Analytics, Google Adwords

Experience

Marketing Analyst Intern, *Alan AI, Sunnyvale*   Sep 2020 – Present

- Content creation, digital marketing, PR and communications, advertising, events, and go-to-market.
- Analyzing market trends and developing strategies with Marketing to determine the product for target customers. Collaborating with Design, Product Management, and Sales teams to evolve product offering.

Data Analyst Intern, *Helpsy Health, Sunnyvale*   Oct 2019 – May 2020

- Liaised with stakeholders to understand and translated business into functional requirements to achieve business goals.
- Created detailed **functional flow** diagrams, user stories, and acceptance criteria.
- Analyzed data using **statistical techniques** to identify patterns and correlations among the various data points.
- Developed and managed databases and data that supports performance improvement activities using **SQL.**
- Monitored KPIs on a daily basis to understand the details of the trend patterns using **Amplitude.**
- Conducted end to end **UAT** to validate the functionality as per customer needs.
- Collaborated with cross functional teams for **process improvements** and product enhancements.

Academic Projects

Airbnb analysis using R

- Analyzed the New York Airbnb data on price listing dataset that contains 10 attributes and 20000+ records.
- Interpreted data using exploratory data analysis, regression, bagging, lasso model to find out the factors affecting the price variable and concluded linear **regression** to be the best fit for the model.

DVD Rental Database

- Analyzed a dataset to understand patterns in movie watching across different customer groups.
- Compared customer earnings, store performances through **PostgreSQL** and assessed that the variable customer earnings had a significant effect on movie watching across groups.

Explore US Bikeshare Data

- Analyzed the bikeshare dataset to identify patterns and **correlation** between the attributes.
- Designed and implemented models using **Python** to create **descriptive statistics**.

Usability and user experience

- Evaluated usability goals in a mobile application and conducted usability evaluation based on usability metrics and suggested enhancements based on the results.
- Designed a prototype by enhancing the features based on the **usability** principles increasing the app use by **80%**.