

GAUTHAM SAI MADALA RAJAGOPALA NAIDU

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EDUCATION

The University of Texas at Dallas

M.S., Information Technology Management

May 2020

GPA: 3.4

PES University

B.E. Information Science and Engineering

June 2018

GPA: 3.6

TECHNICAL SKILLS

Tools and Languages: Python, R, Tableau, Power BI JIRA, Alteryx, QlikView, Advanced Excel, C, JavaScript, SAS EM
Advanced Microsoft Excel, Salesforce CRM, Spotfire, MS Access, MS Project, Google analytics

Operating Systems: Linux, Windows

Databases: MySQL, Microsoft SQL Server, Oracle, PostgreSQL

BUSINESS EXPERIENCE

Data Analyst Intern at Parkhub, Dallas, USA

Aug 2019 – Present

- Created performance ranking system for clients located in the USA thereby increasing operational cost 30%
- Designed an internal dashboard tool using Python used to view user engagement, KPI's of different clients
- Analysed 1.2 million rows of data of 1000+ events by programming a 2000-line Python code populating the central DB by automating audit process and reduced 10-man hours per week for the operational team
- Proposed a forecasting model for 2020 sales by ARIMA in R used for inventory management analysis

Analyst at Under25, Bangalore, INDIA

May 2017 – May 2018

- Tracked and inspected key performance indicators like the cost of tickets sold, sales by region, number of customers and provide a recommendation model to maximise tickets sales based on findings
- Cleaned, pre-processed and reviewed the operational data and created interactive dashboards using Tableau for analysis, increased revenue by 16% by collaborating with new clients and partners

PROJECTS

Computer-controlled conveyer belt Product using Agile Project Management | MS Project

Sep 2019

- Reduced the cost needed for the project, shortened the schedule and Panned Project timeline, resource allocation, prototyping, integration testing and documentation

Mobile banking application product owner | Jira and Confluence

Aug 2019

- Created project charter for scrum members to share project information and collaborate using confluence
- Designed a plan, manage user stories, create a product roadmap, executed each sprint using JIRA

Crime rate Panel Data Analysis | R and STATA

July 2019

- Analysed the effect of crime rate demographics using multiple regression on guns data with 1500 rows
- Developed a regression model on the panel data using fixed effects, modelled for time fixed effects on time variable, tested for heteroscedasticity, endogeneity and interpreted its significance

Google Ad Grants challenge 2019 | Google Ads

June 2019

- Created Ad campaign for globalcitizenshipacademy.org; proposed changed and achieved ROI by 30%
- Conducted a proposed analysis to measure the actual ROI of sponsored advertising for branded keywords

Stock Price Prediction of Ford Motor Company | Python

May 2019

- Predicted the stock price of Ford Motors in python using the dataset of past 5 years from Yahoo finance
- Developed cross-validated prediction model using Support Vector Regression with 95% prediction accuracy

US Presidential election analysis on Election Survey Data (64000 adults) | R

April 2019

- Fitted Logistic regression models to understand the switching of votes of 2012 Obama supporters to 2016 Trump supporters based on immigration policies, gender, race, and education

Integrated Analysis on Titanic Data set | R and Tableau

March 2019

- Data Retrieval, Decision tree using R and K-mean clustering using Tableau- R integration by invoking Rserve
- Analyzing whether sex, class of ticket, etc affected the survival rate of the passengers in the Titanic

Analysis of Natural Disasters and their effect on Marathon Refineries using Multi Maps | Tableau

March 2019

- Analyzed using Multi Mapping, Logos Rhetoric concepts implemented to the visualization
- Visualized Marathon refineries plotted to interpret the types of natural disasters are affecting an Oil Refinery

Visualization of University Food Data | D3, HTML, CSS, JavaScript

Dec 2018

- Created a hierarchical map to show 8 different sectors of the university food court using D3 library
- Designed the page aesthetics using CSS, JavaScript, SVG graphics to improve the visualization using treemap

Modelling Extraction and Reporting | SAP BW

Nov 2018

- Created Info Cubes, Info Areas, Info Objects, transformations for Data modelling and analysis of Master data related to customer purchases in a restaurant to facilitate data aggregations
- Generated business reports using Bex Analyzer Queries to execute the analysis results

COURSES, CERTIFICATIONS & SCHOLARSHIP

Certifications: Applied Machine Learning by University of Michigan, IBM Python for Data Science, Google Ad Grants, Tableau 10 by Udemy, MS Project 2016

Academic Courses: Data Visualization, Business Economics, Agile Project Management, Business Analytics with R, Econometrics and Time Series Analysis, Statistical Data Analysis, Business Data Warehousing, Web Analytics, Data Structures, Analysis and Design of algorithms, Operations Research

Scholarship: JSOM's Deans Impact Scholarship 2019

LEADERSHIP EXPERIENCE & COMPETITIONS

MIS Club UT DALLAS - President

Jan 2019- Present

- Responsible for conducting Texas Level Visualization in Spring 2019 with more than 40 teams
- Organized a networking event with more than 10 companies based out of Dallas and 250 UTDallas students in Fall 2019 along with a Resume critique session

TEDxPESITBSC- Speaker Curator

Aug 2016 - March 2018

- Served as the speaker curator for TEDx at PES university by curating various talks by professional artists in and around the country
- Increased ticket sales by 100 per session by including some incentives and speaker meet up sessions

ADDITIONAL INFORMATION

Eligibility: Eligible to work in the U.S. for internships and for full-time employment for up to 36 months (STEM only) without sponsorship

Portfolio: <https://gauthamsaimr.github.io>