SRIMEGHANA KOTHAMASU

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US Citizen

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Master of Science in Business Analytics (MSBA)/*UCLA Merit Fellowship Recipient*   Expected December 2023
Coursework: Python, Optimization, SQL, Data Management, Business Fundamentals for Analytics, Customer Analytics, Operations Analytics, Statistical Foundation for Analytics, and Data Visualization.

GITAM UNIVERSITY   Hyderabad, India
Bachelor of Technology, Computer Science and Engineering   GPA: 3.86 | May 2022
Coursework: Data Structures, Probability and Statistics, Database Management Systems, Engineering Economics and Management, Discrete Mathematical Structures, Data Mining and Data Warehousing.

TECHNICAL SKILLS

Languages: Python (Pandas, NumPy, Matplotlib**,** Keras, Scikit-Learn, Seaborn, TensorFlow), SQL, R

Software: Jupyter Notebook, Power BI, Tableau, Excel, PowerPoint, **Web:** HTML

PROFESSIONAL EXPERIENCE

MAKE A DIFFERENCE   Hyderabad, India
Fundraising Fellow   *August 2021 - June 2022*
- Created 5 dashboards using Power BI and MS Excel to track funds which led to 60% increase in operational efficiency
- Led fundraising efforts for Make A Difference in Hyderabad City and raised $14K to support children in need of care
- Managed 26 volunteers directly and 300 volunteers indirectly for designing fundraising plans and campaigns

CENTSTAGE   Remote (Hyderabad, India)
Data Science Intern   *July 2021 - October 2021*
- Created a database for healthcare lifestyle application using SQL, Python (Jupyter) and Excel for 25 users
- Created a strategical flow for the various lifestyle categories for the web application which increased the usage by 60%

ACS TECHNOLOGIES   Hyderabad, India
Machine Learning Intern   *April 2020 - June 2020*

- Leveraged Python and Machine Learning for Diabetes Prediction Project and employee Retention Rate Project which attained an accuracy of 77% and 98% respectively.

DATA ANALYTICS PROJECTS & CHALLENGES

Deep Learning System for Intrusion Detection, GITAM University
- Increases the detection rate of intrusion attacks with an accuracy of 96% based on various parameters and features using the GRU algorithm.
- Built a basic interface for 30 users to detect type of intrusion attack utilizing Flask and Python.

Improving the Performance of Sentiment Analysis of Tweets with Fuzzy Sentiment, GITAM University
- Performed the sentimental analysis of tweets with ambiguous words, using various Machine Learning Models. The SVM machine Learning algorithm achieved an accuracy of 78.3%.

Amazon X UCLA Hackathon (Finalist)
- Built a recommendation system using Word2Vec, frequent product mapping and cosine similarity in python to optimize product recommendation for increased conversions and average order value.
- Developed and presented a business proposal for a new product recommendation system.

EXTRACURRICULAR ACTIVITIES

Co-founder and Human Relations Officer of the GITAM Broadcast Club   *2020-2022*
- Co-founder and host of the first college radio that was broadcast to over 70K students with an engagement rate of 15%.
- Recruited and collaborated with 70 club members for content creation, marketing, promotions, and advertising.

Editor and Marketing head of Crescendo (Multi campus Magazine)   *2020-2021*
- Co- Founder, Editor and Copywriter for magazine that led to increase in distribution volume of magazine by 15k.

Public Relations Executive at GITAM Innovation Center   *2018-2021*
- Organized 4 events and got 6 sponsorships.