SAILESH KIRAN KURRA

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PROFILE

- Marketing Analyst aspirant motivated to create a data-driven decision-making environment in Businesses.
- Analytics Tools: Python (Pandas, NumPy, Scikit-learn), R, SQL, Tableau, Power BI, MS Excel, JMP
- Core Competencies: Linear & Logistic Regression, Decision Trees, Random Forest, Gradient Boosting, KNN, K-Means, Hypothesis Testing, Market Research, Data Analysis, and Financial Modeling.
- Courses: Data Management & Business Process Modeling, Predictive Modeling, Statistics in Business Analytics, Data Mining & Business Intelligence, Project Management, Business Decision Modeling, Project Risk and Agile methodologies, Project Leadership & Communication

EDUCATION

University of Connecticut – Hartford, CT   **August 2022 – December 2023**
Master of Science, Business Analytics and Project Management
VFSTR University – Guntur, India   **June 2014 – May 2018**
Bachelor of Technology, Computer Science & Engineering

PROFESSIONAL EXPERIENCE

Torigen, Inc.   **Hartford, CT**
Graduate Consultant *(Capstone)*   *August 2023 – December 2023*
- Segregated clinics based on the probability of repeat orders for pet vaccines with an f1-score of ≈ 0.76 and designed effective upward migration strategies for the medium probable segment.
- Developed a tableau dashboard to track the performance of clinics and support business leaders.

Up grad Education Pvt Ltd.   **Hyderabad, India**
Senior Associate, Marketing   *August 2020 – December 2021*
- Segmented leads into behavioral clusters using the k-means algorithm based on their objectives and career goals and aided the product recommendations team in increasing the acquisition rate from 9% to 16%
- Devised a go-to-market strategy to launch the product in various geographies through A/B testing and achieved incremental sales of $70 Million.

Big Pearl Solutions Pvt Ltd.   **Bangalore, India**
Business Analyst   *December 2018 – June 2020*
- CRM Software | Microsoft Project | FMEA – Designed a schedule and budget for a team of five for 4 months, planned tasks using Gantt charts, reformed project updates, and reviewed after-action review (AAR and used risk assessment methods such as FMEA to ensure accuracy and success.

ACADEMIC PROJECTS

- **Connecticut Income Tax Analysis | MySQL | DBeaver | Tableau** – Recommended effective allocation of the state budget by analyzing Connecticut cities' tax filings and various socioeconomic factors. Identified education and housing as crucial factors to boost tax revenue and developed a tableau dashboard
- **Water Quality | JMP | Predictive Analytics** – Devised a classification model to predict the potability of water based on its chemical composition using gradient boosting techniques and obtained an AUC ≈ 0.84

ACHIEVEMENTS AND CERTIFICATIONS

- Atlassian certified for Jira Certification 2022.
- Awarded Star of Up grad for two consecutive years 2020, 2021.
- Awarded Young leader award of up grad for the year 2022.