# Rohith Reddy Kolanu

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## Education

**University of Massachusetts Amherst**                                               Amherst, MA
*Master of Science in Business Analytics, Data Analytics*                    Aug 2024 - May 2026

**Osmania University**                                                                Hyderabad, India
*Bachelor of Business Administration, Finance*                                 May 2019 - Jul 2022

## Skills

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|---|---|
| **Data Analytics:** | SQL (MySQL, PostgreSQL, Snowflake, BigQuery), Python (Pandas, NumPy, Matplotlib, Scikit-learn), Alteryx |
| **Business Intelligence:** | Tableau, Power BI, Excel (Advanced Formulas, VBA, Pivot Tables) |
| **Machine Learning:** | Regression, Classification, Clustering, Time Series Forecasting, Hypothesis Testing, NLP, Sentiment Analysis |
| **Big Data Technologies:** | PySpark, Scala, Hadoop, Spark, Kafka APIs, Web Scraping, Automation (Selenium, BeautifulSoup) |

## Experience

**Broadridge**                                                                        Hyderabad, India
*Process Analyst*                                                                  Nov 2022 – Jul 2024

- Collaborated and effectively communicated with the Desktop Publishing Group and Client-Facing representatives to proofread and process over 2,000 documents, websites, and HTML emails at Broadridge, ensuring 99 percent accuracy and adherence to Service Level Agreements.
- Developed an automated Excel workbook for tracking team utilization, streamlining data calculation and analysis, and reducing manual effort by 50 percent and mentored other associates on how the automation works.
- Took the initiative of presenting monthly reports using Microsoft PowerPoint and Power BI, enhancing reporting accuracy and enabling data-driven decision-making.
- Processed over 300 requests in a single month during peak season, achieving a 99 percent accuracy rate, reducing processing time by 20 percent, and ensuring strict compliance with Deadlines.
- Achieved the Customer Advocate Award and Excellence Award for outstanding achievements, implementing innovative initiatives, and high performance in document processing and operational efficiency.

## Projects

**Amazon Product Rating and Review Analysis** — Tableau, Excel, EDA, ETL

- Analyzed over 1,000 Amazon products, evaluating pricing strategies, customer ratings, and review patterns to uncover key trends in product performance and discounting.
- Designed interactive Tableau dashboards and statistical models to visualize insights and provide data-driven recommendations, improving e-commerce decision-making efficiency by 20 percent.

**The optimal Places to Work and Live in USA** — Excel, Power Query Editor, VBA, Pivot Tables

- Analyzed key economic and social indicators (GDP, population, job growth, poverty rates, and crime rates) across the top 10 U.S. states to assess quality of life.
- Developed an interactive Excel dashboard to visualize trends, compare states, and identify correlations, improving data-driven policy insights by 25 percent.

## Certifications

Introduction to Tableau, Introduction to Python, Microsoft Power BI - Beginner to Pro, Alteryx Bootcamp, The Complete Investment Banking Course 2023, Financial Markets