

Shravani Uday Kumar Neeli

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Education

Bachelor of Business Administration

Expected December 2024

Hult International Business School | London, UK | Boston, USA

- Major in Business Analytics and Finance
- Distinction (GPA: 3.92)
- Awarded the Academic Excellence Scholarship and Visionary Woman Scholarship

Relevant Experience

Hult International Business School | London, UK | Boston, USA

November 2022 – October 2024

Global Student Ambassador. Represented and promoted my educational institution on an international level, fostering cultural exchange, and assisting prospective students with information and questions throughout their application process.

- Hosted engaging virtual information sessions about Hult's student experience to over 100 international prospective students on a monthly basis per semester, resulting in a 20% increase in applications from the target regions.
- Identified market gaps and implemented innovative strategies to address them, leading to a 15% increase in student enrollment at Hult.
- Authored informative blogs sharing relocation tips and local recommendations for dining and shopping in the U.S., increasing website traffic by 30% and enhancing the school's online presence.

LEGO Technic x Hult International Business School | London, UK

March 2024 – May 2024

Capstone Project. Tasked to work on a project on the subject of *The Future of Movement & Mechanics*.

- Identified and analyzed opportunity gaps in the market for The Future of Movement & Mechanics project, leading to the development of innovative strategies to address them and increase value creation by 20%.
- Conducted comprehensive market research and analysis to identify key customer segments and preferences, resulting in a go-to-market strategy that targeted specific demographics and increased user retention by 15%.
- Collaborated with cross-functional teams to design a product development roadmap that focused on improving user experience and engagement, ultimately leading to an estimated 10% increase in customer retention.

Relevant Projects

[Waze Dataset](#)

October 2024

- Analyzed Waze Dataset to accurately predict users that will retain or churn based on user driving behavior, by utilizing Python to leverage the data for performing data cleaning, interpretation, visualization, along with feature selection techniques like PCA, Decision Tree, KBest, LASSO, and Interaction Terms to build supervised machine learning models, such as Decision Tree Classifier, Logistic Regression, Naïve Bayes, Random Forest, Gradient Boosting, Support Vector Classifier, and KNN, to predict whether the user is retained or churned; the model performance was assessed using metric like ROC Curves, Accuracy, and Confusion Matrix, and achieved 80% accuracy with 0.80 area under the curve.

[Breast Cancer Dataset](#)

September 2024

- Analyzed breast cancer diagnosis as malignant or benign using Python, leverage a dataset of 30 features to perform data cleaning, interpretation, visualization, along with feature selection techniques like PCA, Decision Tree, KBest, and LASSO to build supervised machine learning models, such as Decision Tree Classifier and Logistic Regression, to predict whether the tumor is malignant or benign to achieve 97%+ accuracy with 0 benign tumors being predicted as malignant, and 99%+ accuracy with 1 benign tumor being predicted as malignant.

[Concord Scout House](#)

May 2024 – June 2024

- Conducted comprehensive EDA on a dataset containing financial information, identifying and resolving key data quality issues such as 15% missing values, 10 outliers, and 5 anomalies. Utilized advanced data cleaning techniques including scaling and normalization to improve data accuracy and reliability by 20%, enabling more accurate downstream analysis. Analyzed financial trends using statistical methods and visualizations, uncovering actionable insights that led to strategic recommendations.

Additional Information

Languages: English (Native); Telugu (Native); Hindi (Fluent)

Certifications: Statistics Fundamentals with Python (DataCamp); Intermediate Python (DataCamp); Introduction to Python (DataCamp); Introduction to Data Science in Python (DataCamp); Global Citizenship Award (Hult International Business School); Excel Skills for Business Virtual Experience Program (Forage); SQL Fundamentals (DataCamp); Time Series with Python (DataCamp); Python Fundamental (DataCamp); Introduction to Tableau (DataCamp)

Technologies: Microsoft Office Suite: PowerPoint, Outlook, Word, Excel, Power BI; Canva; Miro; Python