SUBBAIAH BOPAIAH

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EDUCATION

UNIVERSITY OF CALIFORNIA – ANDERSON SCHOOL OF MANAGEMENT *Fall 2017 – Fall 2018*
M.S. Business Analytics *Los Angeles, CA*
Key Course work: R Programming, SQL, Optimization, Business Fundamentals for Analytics, Data Management, Prescriptive Models, Customer Analytics, Competitive Analytics, Operations Analytics.

UNIVERSITY OF CALIFORNIA, LOS ANGELES *September 2013 - June 2017*
B.S. Mechanical Engineering *Los Angeles, CA*
B.A. Economics
- Summa Cum Laude, Dean's Honors List, Tau Beta Pi.

TECHNICAL SKILLS

Machine Learning: Classification, Regression, Clustering, Feature Engineering, Deep Learning (Neural Networks)
Programming: Python, R, SQL, MongoDB, MATLAB, Excel, SolidWorks, STATA, Tableau
Additional: F1 STEM OPT Visa

PROFESSIONAL EXPERIENCE

ANHEUSER-BUSCH INBEV *August 2017 – November 2017*
Data Science Intern *Bangalore, India*
- Estimated own and cross-price elasticity of SKUs for all states in the United States using datasets that contained millions of rows in R to predict changes in market share in response to price fluctuations.
- Developed a zip code level price elasticity model using BLP algorithm that could incorporate preference heterogeneity and changing demographics, thereby leading to potential multi-million-dollar cost savings.

MERCEDES BENZ RESEARCH AND DEVELOPMENT INDIA *June 2016 – September 2016*
CAE Intern *Bangalore, India*
- Utilized a combination of analytical skills, CAD and CAE tools (Altair HyperWorks) to perform stress and strain analysis on 3D printed parts that could reduce inventory costs by 70%.
- Member of a product engineering team engaged in the design and development of automobile and truck components.

MERCEDES BENZ INDIA PRIVATE LIMITED *August 2015 – September 2015*
Production Intern *Pune, India*
- Optimized the defect identification and rectification data using Excel, reducing downtime on the assembly line by 40%.
- Detected and recorded part faults on Excel for the Trim and Mechanical line and effectively coordinated rework or replacement of parts.

UNIVERSITY PROJECTS

CPC STRATEGY *January 2018 – March 2018*
Amazon Case Study *Los Angeles, CA*
- Worked in a team to study the effect of different advertising parameters on total sales for products advertised on Amazon.
- Developed a random forest model in Python to predict weekly and monthly sales with test scores of 0.90 and 0.82.

AUTONOMOUS FIRE EXTINGUISHING ROBOT, UCLA *January 2017 – June 2017*
Electronics Team *Los Angeles, CA*
- Worked in a team to design an autonomous robot that could extinguish a fire in a four hundred square foot room.
- Programmed an Arduino in C/C++ to develop autonomous motion along with an IR camera and sensor to detect a fire.

INDEPENDENT PROJECTS

ELECTRICITY HARNESSING TURBINE *December 2014*
- Built a turbine using parts from an old centrifugal pump that powered ~50% of employee homes and reduced electricity costs by approximately 70% in a coffee plantation.

NIRMALA KODAGU (Non-Governmental Organization) - Kodagu, India. *2009 - Present*
- Launched a sustainability campaign that eliminated the use of plastic bags in local shops and grocery stores by about 90%.

LEADERSHIP

STRATEGY AND OPREATIONS MANAGEMENT ASSOCIATION – UCLA ANDERSON *January 2018 – Present*
Director – MSBA *Los Angeles, CA*
- Project manager for the data analytics case competition in April 2018 that caters to students from all Anderson programs.