Poornam Sai Goddali

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EDUCATION

Indiana University Bloomington 05/2027
Master of Science in Data Science
Courses taken: Applied Machine Learning, Statistics, Applied Database Technologies

Rajiv Gandhi University of Knowledge Technologies 05/2023 | India
Bachelor of Engineering

SKILLS

- **Programming & Data**: Python, R, SQL, PySpark, Pandas, NumPy, Scikit-learn
- **Machine Learning & AI**: Supervised & Unsupervised Learning, Deep Learning (PyTorch, TensorFlow), Time Series, NLP
- **Data Analytics:** Product Analytics, Text Analytics, Data Visualization, Exploratory Data Analysis (EDA), Power BI, Tableau
- **Statistics & Analytics:** Hypothesis Testing (t-test, Chi-square), Regression, A/B Testing, Quantitative Analysis, Data Visualization
- **Strategy & Business Analysis:** Customer Insights, Cost-Benefit Analysis, Market Research, Business Transformation

PROFESSIONAL EXPERIENCE

Clootrack 10/2023 – 08/2025 | Bangalore, India
Data Analyst - Product and Insights

- Empowered brands like McKinsey, PointClickCare, Wagner ,Xiaomi, Vivo, Nissan, Air Arabia etc with **data-driven insights** for informed decision-making through **CX Analytics and Market Research.**
- Leveraged diverse data sources including **Text, Voice and Image data** and **increased the data quality and accuracy by 40%** by implementing automated data collection tools and ETL processes.
- Developed and maintained **user-friendly dashboards** that tracked **Key Performance Indicators (KPIs)**, reducing time spent on data monitoring by 20%.
- Empowered stakeholders with data-driven insights resulting in a **15% increase in customer satisfaction scores** across various industries such as **Ecommerce, Retail, Fintech, FMCG, Healthcare, Technology** etc.
- Delivered **50+ analytics projects** by **directing a team of 4 analysts**, ensuring timely, insight-driven deliverables that supported decision-making at large consulting firms and global consumer brands.

Letbrief 09/2024 – present
Cofounder - DATA &AI

- Conceptualized **LetBrief**, an AI-driven newsletter intelligence platform designed to help professionals extract, rank, and summarize insights from email newsletters.
- Designing **end-to-end ML pipelines** (Python, SQL, Transformers) for keyword extraction, topic modeling, and semantic search to improve information retrieval.

People+AI 08/2024 – 01/2025 | Bangalore, India
Volunteer Data Scientist

- Prototyped applications of **AI for consumer products**, including chatbot-based claim validation and product classification.
- Presented recommendations to cross-functional stakeholders, aligning product direction with **ethical AI practices** and user needs.

PROJECTS

Unstructured Text Classification & Sentiment Modeling in Retail

- **Developed** an NLP pipeline in **Python (NLTK, spaCy, Scikit-learn, Pandas)** to analyze **50,000+ e-commerce product reviews**, extracting **sentence-level themes** and **sentiment scores**.
- Built an **automated data pipeline** to process 50,000+ reviews into a structured data warehouse, enabling downstream analytics and visualization.
- **Applied** text analytics and **machine learning** to transform unstructured review data into structured insights, identifying **recurring themes and sentiment trends** driving customer experience.
- Applied **statistical methods (Chi-square, regression, hypothesis testing)** to identify customer pain points and sentiment drivers.
- Created **interactive dashboards (Power BI, Tableau)** to deliver actionable insights and support **client decision-making**.

Text Mining & Keyword Extraction for Movie Scripts

- Developed a Python NLP pipeline to analyze movie scripts, extracting characters (NER), keywords (TF-IDF), and evaluating dialogues using the Bechdel Test for gender representation.
- Built end-to-end data ingestion and transformation workflows, structuring scripts into relational models for efficient querying, reporting, and visualization.
- Generated data-driven insights into character interactions and gender representation, demonstrating scalable analysis of unstructured text.