GAYATHREE GOPI

I HELP BUSINESSES TURN DIGITAL DATA INTO SMARTER DECISIONS.
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EDUCATION

The University of Texas at Austin – **McCombs School of Business**   May 2025
Master of Science, Business Analytics – Financial & Omnichannel Analytics, Data Science | GPA: 3.71/4.00
• Optimization, AI/Advanced ML, Unstructured Data, Finance, Investments, Pricing & Strategy, Predictive Analytics

The University of Texas at Austin – **College of Natural Sciences**   May 2024
Bachelor of Science, Biology – Computational Biology | Major GPA: 3.90/4.00
• University Honors List (7x) | Matrix Calculations, Data Science, Scientific Programming, Biostatistics, Microbiology

EXPERIENCE

Diligence.io – *Business Analyst (Capstone Project)*; Austin, TX   November 2024 – Present
• Identified distressed commercial and residential properties by predicting market dynamics in the Texas Triangle
• Enabled $21M in estimated operational savings and increased automation by 75% by building structured database;
   integrated and analyzed data from 25 counties with geospatial visualization along with interdisciplinary team
• Delivered investment insights that supported client decision-making on land use, zoning, and value optimization

K7 Capital Partners – *Associate (Part-Time)*; Austin, TX   July 2023 – October 2024
• Streamlined investor outreach with in-person engagements through automated prospecting database and lead
   scoring, consolidating 500+ HNWIs from LinkedIn and disparate web sources
• Reduced analysis time by 40% using automated real estate investment analysis and visualization for fund allocations
• Supported $20M investment pipeline by conducting market opportunity analysis for Austin-San Antonio corridor
• Increased investor engagement by 75x in 6 months, led LinkedIn analytics tracking campaign

ANALYTICS & STRATEGY PROJECTS

Bitcoin Returns Prediction Using Market and Sentiment Data   October 2024 – December 2024
• Built neural network to predict bitcoin returns using sentiment and market data from Reddit and global news;
   improved forecast accuracy by incorporating volatility and momentum indicators
• Analyzed price predictions by assessing impact of sentiment dynamics to improve predictive performance

Cleveland Condos and Multifamily Apartment Rental Market Analysis and Automation   October 2024
• Increased market analysis automation by 40% by enabling scraping, cleaning, and analysis of investment site listings
• Enabled more intuitive location-based insights by conducting geospatial analysis to create interactive maps

NASA and ISRO: Public Opinion, Sentiment, and Branding Perception Using Social Media Analytics   October 2024
• Assessed and compared public perception of space programs through analysis of social media posts from Reddit
   and Instagram using natural language processing techniques, topic modeling, and image analytics with team
• Delivered insights to inform global engagement strategy and brand positioning for NASA/ISRO digital campaigns

TECHNICAL SKILLS & TOOLS

• Tools: Python (Pandas, NumPy, matplotlib, scikit-learn, spaCy, nltk, VADER, BERT, PyTorch, TensorFlow, gurobipy,
   scipy, yfinance), R (randomForest, BART, ANOVA, tidyverse), SQL, Tableau, Power BI
• Techniques: Machine Learning, NLP, Optimization, Dimensionality Reduction, Cluster Analysis, Anomaly Detection
• Software: Snowflake, Databricks, MongoDB, TACC, Neo4j, GitHub, MS Excel & Financial Modeling
• Certifications: Snowflake Data Warehouse, Google Data Analytics & Business Intelligence

LEADERSHIP AND INVOLVEMENT

Chitralekha Creations – *Founder*; Austin, TX   August 2021 – Present
• Creating and selling original prints on Etsy; combining art, culture, and digital storytelling to build a niche audience
• Marketing on Instagram and donating artwork to fundraise for charitable events in the Austin area

American Society for Microbiology at UT Austin – *President*; Austin, TX   December 2022 – December 2023
• Organized key opinion leaders for speaking engagements on microbiology industry awareness and career events

ADDITIONAL INFORMATION

Languages: Fluent in Tamil, Limited Working Proficiency in German
Interests: Indian classical dance and music, fine art, graphic design, volleyball
Work Eligibility: Eligible to work in the United States with no restrictions