

# Basaveswar (Eshwar) Konda

[kbasaveswar97@gmail.com](mailto:kbasaveswar97@gmail.com) | +1-267-301-0024

Data Analytics Specialist with expertise in building data-driven solutions for sports organizations. Proficient in Tableau, SQL, and Python, with extensive experience creating dashboards, transforming large data sets, and delivering actionable insights for ticket sales, renewals, and forecasting.

## EDUCATION

---

### MASTER OF SCIENCE IN SPORTS BUSINESS – ANALYTICS CONCENTRATION

Temple University, Philadelphia, USA

May 2024

### BACHELOR OF ENGINEERING IN COMPUTER SCIENCE

JNTUH, INDIA

June 2019

## WORK EXPERIENCE

---

### DATA ANALYTICS INTERN

May 2024 – November 2024

Philadelphia Union, Philadelphia, PA

- Developed and streamlined data preparation pipelines to ensure accurate season ticket analysis, enabling the creation of predictive retention models and data visualizations. Built actionable insights using statistical techniques, including correlation analysis. Achieved 75% predictive accuracy in identifying at-risk accounts and informed strategies that increased retention by 15%.
- Engineered dynamic dashboards in Tableau and Shiny to analyze season ticket holder data, track key performance indicators, and present findings to stakeholders. Optimized ticket pricing strategies and revenue forecasting, contributing to a 15% improvement in fan engagement and facilitating data-driven decision-making across ticketing and marketing teams.
- Implemented Natural Language Processing (NLP) on post-match survey responses, leveraging BERTopic to extract key topics discussed by fans. Utilized OpenAI for summarization, significantly enhancing the efficiency of understanding fan feedback by 60% and developed an interactive dashboard to present these insights, enabling stakeholders to easily monitor and act on fan sentiment trends.

### BUSINESS INTELLIGENCE ANALYST

July 2019 – June 2022

Sparity Soft Technologies, Atlanta, GA

- Engaged with SMEs in departments such as Operations, Marketing, and Sales to understand their data needs and deliver actionable insights that enhanced business performance. Partnered with the BI Manager and Data Engineer to ensure seamless data flow across the entire pipeline.
- Translated high-level business requirements into clear, functional specifications and documented processes as part of the software development lifecycle. Collaborated with IT and business teams to ensure data accuracy and integrity.
- Performed in-depth data trend analysis to identify opportunities for improvement and business growth. Designed and maintained data models, dashboards, and performance metrics to streamline business processes. Monitored BI solution performance and recommended enhancements.

## PROJECTS

---

- **Leveraging NLP to Transform Fan Feedback into Actionable Insights**
  - Developed a robust pipeline to extract, clean and preprocess the text, and leveraging advanced Natural Language Processing (NLP) techniques, including topic modeling with BERTopic, to automatically extract meaningful insights from unstructured customer feedback data.
  - Employed OpenAI's powerful language models to generate concise and actionable summaries of key topics identified through NLP analysis, providing valuable information for decision-making.
  - Tableau dashboard is built based on the generated summaries, empowering stakeholders to visualize data-driven insights, identify trends, prioritize areas for improvement, and make informed decisions to enhance customer satisfaction and operational efficiency.
  - Developed a scalable and efficient NLP solution using Python and powerful libraries to analyze large volumes of customer feedback data, providing timely and actionable insights.
- **Season - Ticket Retention and Renewal Insights Hub**
  - Built an interactive Shiny application to analyze season ticket holder data, utilizing robust statistical analysis on data using hypothesis testing, inferential statistics, predictive modelling to predict retention likelihood and optimize renewal strategies.
  - Processed large datasets using SQL and R, incorporating variables such as ticket utilization, tenure, and pricing levels to develop retention models with an 85% predictive accuracy.
  - Designed dynamic visualizations in Shiny and ggplot2, enabling stakeholders to monitor KPIs such as retention rates and renewal probabilities across pricing tiers.

- Implemented ad-hoc reporting capabilities, providing detailed insights into customer behaviors and informing business decisions for ticket sales and renewals.
- **Wages Analysis and Prediction application [\[Link\]](#)**
  - Developed a comprehensive Shiny Application for analyzing and predicting weekly wages of goalkeepers in Europe's top five football leagues which integrate advanced data visualization tools and predictive modeling techniques. Users can estimate current and hypothetical wages. The application incorporates detailed performance metrics and regression analysis.
  - The application includes interactive elements such as dynamic input fields, statistical summaries, and comparisons.
  - Leveraged advanced data science techniques such as data cleaning, feature engineering, and linear regression to build a predictive model. Built data pipeline for real-time data processing in R Shiny, with ETL-like functionality for updating and visualizing large datasets.
  - Achieved 65% accuracy in predicting weekly wages for 100+ goalkeepers, empowering football clubs to make more informed decisions about player contracts and strategy.
- **Premier League Offensive Insights Hub [\[Link\]](#)**
  - Engineered a comprehensive data visualization dashboard in R Shiny, processing 10,000+ data points to support strategic offensive analysis, including real-time data updates and interactive visualizations.
  - Crafted an intuitive user interface supporting interaction with 5+ dynamic features for exploring comprehensive season and player-specific stats, including goals, assists, and xG metrics.
  - Implemented complex backend logic enabling real-time data updates and interactive visualizations, enhancing user engagement with interactive tables and custom graphical elements.

## TECHNICAL & PROFESSIONAL SKILLS

---

Skills: Python | R | SQL | Tableau | Microsoft Office | NLP | Machine Learning | AWS | Agile  
Certifications: CSM [Certified Scrum Master]