Anokh Palakurthi (US Citizen)

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EDUCATION

Brandeis University School of Business and Economics   **Waltham, MA**
Candidate for Master of Science in Business Analytics (STEM-Designated) – GPA: 3.8   01/2025 – 05/2026
Relevant Coursework: Data Science in Football Analytics, Deep Learning, Machine Learning in Data Analysis & Finance, Advanced Econometrics, Foundations of Data Analytics with SQL, Applying Python to Business Analytics, Information Visualization with Tableau

University of Connecticut   **Storrs, CT**
Bachelor of Science in Journalism   09/2012 - 05/2016

TECHNICAL SKILLS

Programming Languages: Python, SQL, R
Computer Software: Advanced Microsoft Excel, Tableau, RStudio, Adobe Premiere, OpenAI
Other Analytics Skills: Generative AI, Large Language Models, Prompt Engineering

WORK EXPERIENCE

Impact Analytics   **New York City, NY (Remote)**
Agentic AI Intern   06/2025 – 08/2025
- Researched retail recall costs and delivered findings that equipped sales teams to strengthen client pitches
- Authored an internal report for the Chief Analytics Officer, identifying market gaps and agentic AI opportunities in retail
- Built and presented a prototype agent centralizing state recall notifications, laying groundwork for product development

Melee Stats   **Boston, MA (Remote)**
Founder & Editor-in-Chief (Full-Time)   03/2021 – 12/2024
- Bootstrapped Melee Stats from $100, building the world's premier Super Smash Bros. Melee media brand with 30K+ YouTube subscribers, and 3M+ views and impressions across all digital media channels
- Developed a Monte Carlo-style tournament simulator in Python, applying basic statistical techniques and matchup win probabilities to model and forecast bracket outcomes for professional esports events
- Reported daily Super Smash Bros. Melee tournament results to 10,000+ followers on X, while cultivating a Discord community of 1,000+ active users and monetized subscribers
- Wrote a weekly longform column, managing cross-platform distribution (X, Reddit, and Discord) to 6,000+ weekly readers.
- Led a team of 10 editors and writers to produce SSBMRank, an annual multimedia project ranking the world's top 100 Melee players, including longform features, graphics, and video content

Nextenture   **Norwood, MA**
Senior Marketing Associate   09/2016 - 02/2021
- Directed company presence at national retail trade shows, managing prospect meetings, writing B2B marketing copy, and coordinating with sales leadership to strengthen partner relationships and drive new business opportunities
- Led cross-functional marketing execution for major industry events and product campaigns, aligning messaging strategy with sales and product teams to support outreach and elevate brand visibility among enterprise prospects

ACADEMIC PROJECTS

Brandeis University School of Business and Economics   **Waltham, MA**
Edges in March Madness Betting – Beating Vegas With Machine Learning   03/2026
- Simulated $100 bets with XGBoost, Random Forest and Neural Networks models to find edges in betting against Vegas money lines in the collegiate basketball playoffs.

Forecasting NFL Quarterback Performance and Contract Value with Neural Networks   12/2025
- Developed a Wins Above Replacement framework and feed-forward neural network to project QB performance, achieving 10% improvement over traditional forecasting methods on held-out test data (2021-2024)

Did Bill Belichick Lose His Drafting Touch? – A Case in Regression Analysis   10/2025
- Created a modern NFL Draft Value Chart and statistically evaluated 24 seasons worth of NFL draft picks to measure Bill Belichick's gradual decline in 21st century NFL draft performances