

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, Predictive Sports Analytics, Deep Learning, Machine Learning in Data Analysis & Finance, Advanced Econometrics, Foundations of Data Analytics with SQL, Applying Python to Business Analytics

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

TECHNICAL SKILLS

Languages & Tools: Python (NumPy, pandas, scikit-learn, PyTorch, Matplotlib, Seaborn), SQL, R, Git/GitHub

Computer Software: Microsoft Excel, Tableau, RStudio, Adobe Premiere, Claude

Analytics: Clustering (k-means, PCA), Monte Carlo Simulation, Time-Series Analysis, Neural Networks, Random Forests, XGBoost, Regression, Cross-Validation, Ridge/Lasso Regularization

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

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. Finalist Candidate for the 2026 Brandeis Datathon.

[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