

Priyanka Penchalapati

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Results driven Data Analyst professional with extensive experience and a deep understanding of driving strategy and data analysis for omni-channel campaigns. Possesses a strong ability to collaborate across functions, lead high-impact enterprise projects.

Core Skills

- Tableau certified Desktop 10 Qualified Associate, MySQL, Python, Airflow, Github
- Google Analytics, Ad servers, Snowflake, Google Cloud, Hadoop
- Leadership, Stakeholder Management, Prioritization, Risk Management

Professional Experience

Sr. Data Analyst at Warner Bros, (contract), San Francisco, CA

04/2024-Present

- Utilized SQL and Python in Databricks to analyze user behavior data to identify churn indicators, leading to a 6% reduction in churn rate through proactive retention strategies.
- Partner with product and engineering to develop churn models using time series forecasting technique in optimizing finance budget.
- Partner with infrastructure team in providing strategy roadmap and guidance ETL/pipeline workflows to successfully deliver marketing retention projects.

Lead Data Analyst at PlayStation, San Mateo, CA

07/2020-03/2024

- Quantified the impact of \$M on store and software titles marketing campaigns through A/B & Multivariate testing and exploratory analysis. This involved designing hypotheses, scaling over 50 campaigns with a budget of over \$2M, and driving incremental revenue.
- Analyze player lifecycle journey across Email, Push and In-app channels and report on insights to improve CVR and channel mix optimization strategy using SQL and Regression analysis.
- Spearheaded the implementation of MMM and MTA strategies, resulting in a 15% increase in ROI.
- Identified and rectified inefficiencies in the campaign holdout model. This optimization led to a 25% improvement in resource and operational efficiency.

Marketing Data Analyst at IBM, San Francisco, CA

02/2018-06/2020

- Led end-to-end funnel integration and data analysis of the IBM SaaS Cloud product pipeline, uncovering key insights to inform product growth strategies, resulting in an 8% increase in revenue.
- Partnered with the product team to identify critical webpage bugs, resulting in a 2x increase in trials.
- Developed and presented IBM Cognos dashboards, data findings to senior executives, driving corrective actions.

Marketing Analyst at Iron Horse, San Ramon, CA

09/2015-02/2018

- Craft data visualizations (Tableau, SQL) and present insights to empower clients and outcomes.
- Developed and implemented customer segmentation and behavior analysis strategies to optimize SEM campaigns, contributing to a significant improvement in ROI.
- Implemented data scrubbing, merging datasources to deliver quality leads, purged database quality by 50%.

Education

- **Master of Business Administration (MBA)** in Marketing and Operations | ICFAI Business School, Hyderabad, India, 2014
- **Bachelor of Engineering** in Electrical and Electronics | Sri Krishna Institute of Technology (VTU), Bangalore, India, 2012

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- **Certification in Marketing** | UCSC Extension, Santa Clara, CA, 2015