

MANAN PRANAV DESAI

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EDUCATION

Rutgers University, New Brunswick, New Jersey

Aug 2023 – Dec 2024

Master of Science in Data Science

GPA: 3.87/4

Graduate Teaching Assistant - Business Data Management & Management Skills

Related Coursework: Business Data Management, DSA, Machine Learning, Business Forecasting,

University of Mumbai, Mumbai, India

Aug 2019 – May 2023

Bachelor of Technology in Electronics Engineering, Honors in Data Analytics

GPA: 8.12/10

INTERNSHIP EXPERIENCE

Research Project (in collaboration with Quest Global CTO) | Research Analyst

May 2024 – Present

- Spearheaded a strategic transformation analysis across 271 CEO transitions using WRDS/Compustat data, quantifying a 24% variance in post-succession strategic direction due to TMT replacements.
- Built Python pipelines for data ingestion, cleaning, and modeling to process 250K+ records, cutting data prep time by 40%.
- Executed multivariate regression and hypothesis testing to derive causal impacts from organizational changes.
- **Skills:** Python, Regression Analysis, Strategic Analysis, Data Engineering, WRDS, Compustat

Youbloom, United States | Business Intelligence & Analytics Intern

May 2024 – Dec 2024

- Designed feature benchmarking and SWOT analysis to identify key product gaps, expediting personalization roadmap.
- Engineered a PostgreSQL DB of 300+ records to optimize streaming recommendations, documented via FRD/BRD for cross-functional synergy.
- Orchestrated a 120% increase in fan interaction and 45% surge in ticket sales via UX-focused enhancements in youbloomConnect.
- Diagnosed and triaged 15+ bugs through user testing, reducing resolution time by 40% through Trello-based collaboration.
- Refined ranking logic using A/B tests and Google Analytics, increasing click-through rates by 10% and boosting session time by 8%.
- Built 10+ Tableau dashboards with drilldowns and parameters to empower non-technical decision-makers.
- **Skills:** PostgreSQL, Tableau, A/B Testing, Business Intelligence, Google Analytics, Product Strategy

D.J. Sanghvi College of Engineering, India | Data Analytics Research Team

Sept 2022 – May 2023

- Conducted exploratory data analysis (EDA) on gaming engagement metrics, increasing user retention by 30%.
- Developed dashboards using SQL & Google Data Studio for KPI tracking on 1.2M+ records.
- **Skills:** SQL, Google Data Studio, Python, PCA, Clustering, Machine Learning

IBM, India | Data Analyst Intern

Jul 2022 – Aug 2022

- Integrated 2,300 records across Oracle DB and financial reports for AI companies, enhancing trend detection by 30%.
- Built AI sector index using factor analysis; implemented rolling correlations to capture non-market-driven anomalies in stock behavior.
- Diagnosed key volatility drivers via event study models in Python, leading to risk-management insights.
- Crafted 8 Power BI dashboards using DAX for financial KPI visuals, improving team efficiency by 3 hours/week.
- **Skills:** Python, Power BI, Financial Analysis, Oracle DB, Event Study, DAX

PROJECTS

Capgemini Invent - Strategic Analysis of OPENAI'S GPT Store Platform

Sept 2024 – Dec 2024

- Conducted business analysis of GPT Store, identified monetization bottlenecks, and proposed AI features for growth.
- **Skills:** Strategic Analysis, GPT, Business Forecasting, Product Strategy

Expedia Hotel Recommendation - Hotel Recommendation System

Jan 2024 – May 2024

- Leveraged machine learning models (Random Forest, Keras, SVM) on a 37M-row dataset to categorize recommendations into 100 clusters.
- Applied PCA and clustering for dataset reduction, achieving 87.1% and 93% accuracy with Keras for 10 and 20 clusters.
- **Skills:** Python, PCA, Clustering, Keras, SVM, Big Data

Real-Time Weather Analysis System - Weather Data Analysis

Sept 2023 – Dec 2023

- Initiated a Real-Time Weather Analysis System using OpenWeatherMap API, MySQL, and Advanced Excel (Power Query, Pivot Tables) to process 100K+ entries from 50+ locations. Leveraged SQL (Joins, CTEs) for trend analysis.
- **Skills:** MySQL, Power Query, OpenWeatherMap API, Excel, Data Analysis

AWARDS & CERTIFICATIONS

- Achieved 3rd place at the **Nasdaq Hackathon** by developing a practical, impactful solution to a real-world problem.
- Secured 2nd place in **Edelweiss Market Hackathon**.

SKILLS

- **Languages & Databases:** SQL, Python, R, MySQL, MS Access, PostgreSQL, Oracle, Git, MongoDB
- **Data Science & Analytics:** PySpark, AWS (Glue, Redshift, S3), Tableau, Power BI, Google Data Studio, Snowflake, Databricks, Informatica, Talend, Qlik, Alteryx, Google Data Studio, Salesforce CRM
- **Machine Learning & Modeling:** Scikit-learn, Keras, SVM, PCA, Random Forest, Deep Learning, A/B Testing
- **DevOps & PM Tools:** Agile, Scrum, Trello, Waterfall, JIRA, Jenkins, Azure DevOps, Confluence
- **Certifications:** AWS DA, Tableau Desktop Specialist, Google DA, McKinsey Forward Program