

Praneeth Vasarla

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Career Summary

Experienced data analyst with around 2 years of hands-on experience who was responsible for modelling complex problems, discovering insights and identifying opportunities through the use of business intelligence, data mining and visualization techniques. Solved problems, created operational efficiencies and delivered successfully against high organizational standards by collaborating effectively with internal stakeholders and cross-functional teams.

Professional Experience

Data Scientist

May 2020–Present

Trice Systems Private Limited, Hyderabad

- Used analytics and data mining techniques to solve complex problems and drive business decisions.
- Worked closely with internal teams to identify, define, collect, and track key business metrics for products and business processes which resulted in improved data transparency and work efficiency across internal teams.
- Employed the appropriate tools, methodologies to discover patterns
- Pulled required data from MySQL database to conduct business analysis, built reports using SQL, Python and Excel, built dashboards and metrics using AWS Quicksight to monitor the performance of the business.
- Applied a breadth of tools, data sources and analytical techniques to answer a wide range of high impact business questions and presented the insights in concise and effective manner by independently driving issues to resolution and communicated the insights to non-technical audiences in the e-commerce industry.
- Executed quantitative analysis to address the delayed deliveries issue that translated data into actionable insights which ultimately helped to reduce the delayed deliveries by 20%
- Worked with and influenced stakeholders to take data driven decisions by taking the initiative to organize weekly and monthly business review meetings.
- Built and deployed search query optimization model using NLP which increased search to purchase conversion rate by 35%
- Built and deployed an ML model that predicts gender from the name of a customer. This resulted in better user experience and reduced customer drop-offs during the onboarding process by 20%.

Data Science Intern

October 2020–April 2020

Ameex Technologies, Chennai

- Worked closely and learnt about what data science is all about in the real world
- Helped the team to build a new solution offering, financial credit risk analysis
- Got exposure to the BI tool Tableau

Education

Masters in Data Science & Engineering (Pursuing),

Nov 2021 – Nov 2023

Birla Institute of Technology and Science, Pilani (Work Integrated Learning Programme)

BTech Computer Science & Engineering (Specialisation in Data Analytics),

April 2016 – May 2020

Veltech Rangarajan Dr.Sagunthala R&D Institute of Science & Technology, Chennai

Technical Skills

- Database – MySQL
- Coding – Python
- Data Extraction & Data wrangling – Pandas, NumPy, Matplotlib
- Visualization – Tableau, AWS Quicksight
- Machine Learning (Linear Regression, SVM, Decision Tree etc.)
- Excel

Additional Skills

- Good business understanding and communication skills
- Proven data leadership skills to lead small teams
- Ability to self-serve, investigate and get the required data
- Ability to highlight key takeaways from the data and present actionable insights
- Approaching problems with an entrepreneurial mindset
- Quick Learner