

# PRANEETH KUMAR

## Data Analyst | Business Intelligence | Data Science

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- GitHub: <https://github.com/Praneethkumarpydipati>

## PROFESSIONAL PROFILE

Data analyst and Monash University Master's graduate with professional experience in data analysis, reporting, and analytics across government and financial services environments.

## CORE COMPETENCIES

### Data Analysis & Business Intelligence:

SQL Advanced, Python (Pandas, NumPy), Excel (PivotTables, Lookups), R.

### Data Engineering & Analytics Enablement:

Snowflake, ETL/ELT Pipelines, Data Modeling (Star Schema), Apache Airflow, Apache Spark.

### Analytics & Statistics:

Statistical And Hypothesis Analysis, A/B Testing, Predictive Analytics, KPI Design and Business Metrics.

### BI & Visualization:

Tableau, Looker Studio, Matplotlib, Seaborn, Power BI (DAX).

### Machine Learning:

ML(Regression, Classification), Feature Engineering, Model Evaluations (RMSE, Precision, Recall).

### Cloud Platforms:

AWS (S3, EC2), GitHub, Azure, Docker, Google Cloud Platform.

### Tools and Workflow:

Agile/Scrum, GitHub, Jupyter Notebook, Word

## KEY ACHIEVEMENTS

- ✓ Delivered the implementation of a customer intelligence system, resulting in a 15% increase in data accessibility and fostering faster, data-backed insights across teams.
- ✓ Established the development of 25+ ETL pipelines, which cut down manual effort by 35% and drove a 40% revenue impact by accelerating report turnaround times.
- ✓ Enhanced data accessibility, designing 15+ interactive dashboards using the customer intelligence platform to track KPIs, leading to 30% faster data-driven decision-making across the organization.

## WORK EXPERIENCE

### Data Analyst Intern | August 2025 — December 2025

Cultura | Australia

- Analyzed and consolidated 15,000+ government settlement records across 3 visa streams and 9 councils structured into SQL- and Excel-based reporting models, producing council-level summaries that supported stakeholder reporting and service allocation decisions.
- Enhanced data quality and reporting by standardizing 150+ country-of-birth categories using rule-based substitutions, improving data accuracy by 25%.

Web Development Intern (Data-Driven Platform) | September 2025 — November 2025

**UPEAK Technologies** | Australia

- Developed A/B testing frameworks for digital marketing campaigns, analyzing user behavior and conversion rates to optimize ad performance and increase ROI by 15%.
- Integrated Stripe API for secure payment processing, building transaction-level reporting dashboards that provided insights into \$5,000+ daily volume and supporting 10+ stakeholders.

Operations Assistant | August 2023 — October 2025

**Jasbe** | Australia

- Improved pricing model accuracy by 15% through rigorous analysis of market trends and customer behavior, leading to increased profitability in key product lines.
- Saved 9 hours per week in report generation by implementing operationalized scripts in SQL to streamline data extraction and report generation processes.

Assistant System Engineer | August 2021 — November 2022

**M&G Prudential TCS** | India

- Analyzed and validated structured records for financial services analytics and regulatory reporting, correcting discrepancies and leveraging SQL and Excel for data validation, ensuring 98% data accuracy.
- Programmed 25 operational and client reports utilizing JavaScript and BIRT, transforming data and applying conditional logic via SQL queries for data extraction.
- Resolved production defects in JavaScript-based report generation (BIRT), including rule expression errors and XML mapping issues, resulting in a 30% reduction in repeat batch failures.

## **TECHNICAL PROJECTS**

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Financial Analytics Dashboard (Flagship Project)

- Built an end-to-end financial analytics dashboard analyzing 1,000,000+ transactional records from a Snowflake data warehouse, enabling structured analysis of customer purchasing patterns and seasonal trends.
- Created complex SQL queries (joins, aggregations, window functions) and implemented automated data quality checks, ensuring 99% accuracy across reporting datasets used for dashboard insights.

Customer Intelligence Platform

- Pioneered a customer intelligence platform specifically for Airbnb property analytics by synthesizing 50,000+ customer records, improving data accessibility for most members of the team.
- Implemented customer segmentation using RFM analysis and clustering on 50,000+ customer records.
- Developed predictive models for customer lifetime value (LTV) using scikit-learn, achieving 85% accuracy.

## **EDUCATION**

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Master of Data Science — Monash University, Melbourne, Australia | August 2025

PG Diploma in Data Science & Engineering — Great Lakes Institute of Management, India | January 2022

Bachelor of Engineering (Mechanical) — SSN College of Engineering, India | June 2021

## **PROFESSIONAL CERTIFICATIONS**

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Power BI Data Analyst Professional Certificate (Udemy) | August 2024

Google Data Analytics Professional Certificate (Coursera) | March 2024

## **ADDITIONAL INFORMATION**

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Interests: Open-source analytics, Kaggle competitions, modern data stack experimentation, Google Analytics.