

# Prashant Iyer

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## SUMMARY

Data Analyst with experience building scalable data pipelines and analytics systems to drive data-informed decision making. Applied GenAI, Deep Learning, and statistical analysis for outcome prediction, visualizations, experimentation, and business insights.

## EDUCATION

**Southern Methodist University, Dallas, Texas**

Master of Science, Computer Science

**GPA: 3.94/4.0**

Aug 2023 – May 2025

**Amrita Vishwa Vidyapeetham, Kerala, India**

Bachelor of Technology in Computer Science and Engineering

**GPA: 8.48/10**

Jun 2016 – Aug 2020

## TECHNICAL SKILLS

**Programming Languages:** Python, SQL, PySpark, R, Shell Scripting.

**Data and Cloud:** AWS, GCP, Snowflake, dbt, Hive, MySQL, Hadoop, PostgreSQL, Databricks, ETL Pipelines, Data Warehousing.

**Tools and Platforms:** Excel, Power BI, Tableau, Adobe Analytics, Google Analytics, Git, Looker, JIRA, Streamlit, Copilot.

**ML & AI Frameworks:** NLP, CNNs, RNNs, PyTorch, Predictive Modelling, Prompt Engineering, A/B Testing, Time Series, TensorFlow.

## PROFESSIONAL EXPERIENCE

**Michaels Stores, Intern, Irving, Texas**

**Jun 2024 – Aug 2024**

- Deployed 15+ security patches, firewall rules and IAM/PAM roles in GCP, enhancing compliance and access across user groups.
- Monitored system health across GCP/GKE using Grafana dashboards and Google Analytics, reducing incident detection time and improving reliability.
- Established custom JIRA workflows to streamline task management, enhancing team collaboration and project visibility.

Technologies and Tools: GCP, GKE, Jenkins, Kubernetes, Grafana, Google Analytics, Looker, Git, JIRA, Agile Methodology.

**Enquero – a Genpact company, Data Engineer, Bangalore, India**

**Sep 2020 – Jul 2023**

- Developed automation frameworks and scripts that reduced manual efforts by 40%, enabling scalable ML/ETL workloads.
- Designed and deployed data pipelines and ML workflows to track KPIs, enforce data governance, and drive product and campaign performance.
- Applied forecasting models, regression techniques, and A/B testing to evaluate product outcomes and experiment effectiveness.
- Optimized AWS workflows and parallelized ETL jobs, improving throughput and compute efficiency in distributed systems by 20%.
- Collaborated cross-functionally to improve cloud-native analytics infrastructure and support strategic initiatives.
- Delivered interactive dashboards to support weekly planning, demand analysis, and campaign tracking for business stakeholders.

Technologies and Tools: Python, PySpark, Pytest, PyTorch, SQL, AWS, Power BI, Adobe Analytics, Git, BDP, Agile Methodology.

**Enquero – a Genpact company, Intern, Bangalore, India**

**Jan 2020 – Jun 2020**

- Optimized MySQL queries and improved database performance to support internal analytics.
- Identified key trends from dashboard data and proposed recommendations to enhance internal resource allocation.

Technologies and Tools: JavaScript, Node.js, SQL, Git, JIRA, PowerBI, Agile Methodology.

## PROJECTS

**Sales Strategy Impact Analysis:** [Python, SQL, Excel, Tableau, Streamlit, Time Series Analysis]

- Conducted exploratory analysis on sales, pricing, and logistics data to identify ROI patterns and improve forecasting accuracy.
- Measured campaign and promotion impact using A/B testing, success metrics, and forecasting models to inform business strategy.

**COVID-19 Economic Trends Analysis:** [Excel, Python, Pandas, Power BI, Looker, Time Series Analysis, Clustering, Git]

- Analyzed county-level COVID-19 and mobility data to uncover economic patterns across business sectors.
- Built interactive dashboards to visualize trends and support resource allocation and reopening strategy recommendations.

**Marketing Attribution Analysis:** [Python, SQL, Tableau, Excel, Attribution]

- Mapped multi-touch journeys to model conversions and identify key revenue driving channels with 25% contribution from .
- Applied time decay attribution and visualized impact in Tableau, enabling smarter marketing investments.

**Multimodal AI for Clinical Outcome Prediction:** [Python, PySpark, PyTorch, SQL, HPC, Git]

- Developed a GenAI-powered agentic workflow to summarize unstructured data and route clinical insights using LLaMA models, supporting downstream outcome prediction, and reducing information loss by 15%.
- Built outcome prediction models by integrating generated summaries with structured data, achieving 85% AUROC on HPC.

## TEACHING EXPERIENCE

- Teaching Assistant for Database Management and Python courses at SMU, assisted the professor with designing and grading assignments, and mentored 100+ students to strengthen their technical skills and good coding practices.

## PUBLICATIONS

- **ICSCAN 2020 (IEEE):** Smart Resource Handling Module for Parking.