Pravallika Molleti

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LinkedIn | GitHub | Jovian | Portfolio | Medium

SUMMARY

Experienced Data Consultant driving growth through data insights, task automation and deriving effective solutions in startups . Passionate about simplifying tasks and adding value through effective and efficient data utilization.

WORK EXPERIENCE

Data Science Consultant - Jovian, Bengaluru   June 2023 - Oct 2023
- Conducted WhatsApp **AI** chatbot user performance analysis using **Metabase** processing **3M+ rows**, Analyzed **KPIs**, Regional usage **patterns, optimizing marketing strategies** resulting in a **15%** increase in **user retention**
- **Collaborated** with the development and instructor teams to design and implement an informative **BI dashboard** to track candidates progress on the courses which significantly **increased improvement** in mentor **productivity**
- Executed simulations of sales for various discounts, providing critical insights for **promotion planning** and enabling the sales team to make informed decisions, resulting in a projected **increase** in sales revenue by **15%**
- Collaborated cross-functionally to implement an **Image Captioning feature** and **Text-to-Speech feature** on the chatbot via LLMs, Replicate and OPENAI integration, enhancing **user interaction** by **25%**

Data Analyst Consultant - Flux.Chat, Bengaluru   Sept 2022 - Feb 2023
- Set up **ETL data pipeline** to transform Firebase data into **real-time** dashboards using **GCP BigQuery** & **DataStudio**
- Executed **optimized SQL** queries to process **5M+ rows** and **40+Tables**, generating automated live **Excel** reports, resulting in significant **35%** reduction in data processing time and a marked improvement in reporting efficiency.
- Developed web scrapers for market research data collection across **15,000+** companies, increasing data accuracy by **20%** and providing valuable insights for identifying **market trends**, opportunities, and potential risks.

Data Analyst Intern - OrgLens, New Delhi   May 2022 - Aug 2022
- **Processed 10,000+ rows** of employee demographics and survey data for organizational **network analysis**, contributing to a **25%** improvement in employee engagement.
- **Identified** insights related to employee engagement, top-performing departments, and gender inclusion, leading to a **20%** enhancement in organizational decision-making using Excel, Python,presenting reports with Tableau

SKILLS

Tools: Python, MS Excel, Tableau, SQL, GCP, AWS ,BigQuery
Libraries/Frameworks: Pandas, Numpy, Matplotlib, Seaborn, Plotly, Scikit-learn, Keras, Beautiful Soup, Selenium, Git
Data techniques: NLP, Supervised and Unsupervised Machine Learning, Exploratory Data Analysis, Web Scraping,   Data Visualization, Hypothesis Testing, Time Series, ETL, Sales forecasting, Cosine similarity
Other skills: Data Storytelling, Problem statement formulation, KPI Reporting, Statistics, Problem Solving, Decision Making

PROJECTS

Home Credit Default Risk End-to-End Machine Learning Project (view)
- Processed, analyzed & visualized Kaggle home credit default dataset of **400k+ rows** & **100+ cols** using **Python**
- Trained classification models (Logistic Regression, Random Forests, SVM), **XGBoost** & **LightGBM**, achieving top **35%** on Kaggle leaderboard through hyperparameter tuning and cross-validation

Marketing Analysis Data Visualization Using Power BI(view)
- Pre-processed and analyzed marketing analytics data using **Excel** , creating an **interactive BI dashboard** with **KPIs**
- Real-time slicers to track campaign and channel performance, resulting in improvement in campaign optimization

Exploratory Data Analysis and Visualization on 120 Years of Olympics Data (view)
- Pre-Processed & analyzed 120 Years of Olympics data comprising **380K+ rows** & **16 columns** using Numpy, Pandas and Visualized data using **Seaborn, Plotly & Matplotlib**
- Conducted trend analysis to determine the optimal age range and how BIM affects for athletes to win medals

Personal Fun Project - LinkedIn Automation Suite (In Progress)
- Developed tools for daily job scraping, profile data extraction, and connection outreach.
- Implemented a Resume Skill Matcher for comparing skills with job descriptions, leading to a 15% increase in skill alignment.

EDUCATION

Masters in Data Science and Machine Learning Bootcamp   2022 - 2023
Andhra University, Visakhapatnam — Masters in Business Administration   2020 - 2022
Andhra University, Visakhapatnam — Bachelors of Architecture   2014 - 2019