

Preethi S. Ranganathan

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Visa Status: H4 – EAD valid till 2021.

TECHNICAL SKILLS

- Programming Languages: **Python** (NumPy, pandas, scikit-learn, matplotlib, seaborn), **R** (dplyr, ggplot, data table)
- Tools & Technologies: **SQL, Tableau**, Map Reduce, **PySpark, Excel**
- Scientific: Data Wrangling and Visualization, **Dashboarding**, Statistics, Hypothesis Testing (**A/B Testing**, Power Analysis)
- Machine Learning: Regression & Classification Modeling (Linear, Logistic, **Classification & Regression Trees**), Unsupervised Learning (**Clustering**), Time-Series Modeling (ETS, ARIMA), **Ensemble Techniques**, NLP (Topic Modeling, Sentiment Analysis), **Deep Learning**
- Databases: MySQL, MongoDB

EXPERIENCE

Google (Provided by Fractal.ai)

Mountain View, CA

Consultant, Advanced Analytics

April 2019- Present

- Forecasted Quarterly Revenue generated by an Acquisition channel of Google Ads, using **Time Series models** to set objectives for the upcoming quarter and action on forecasted decrease in revenue on specific regions and marketing campaigns.
- Built and maintained data pipelines and dashboards using automated workflows connecting multiple data sources to monitor the performance of the acquisition channel.
- Revised the existing revenue attribution system of acquisition channels, to precisely measure the impact of marketing campaigns, which increased the revenue of the channel by 5%.
- Set up effective email campaigns by performing A/B tests and generated targeting leads for email campaigns to increase the conversion rate by 30%.

Santa Clara University School of Law

Santa Clara, CA

Data Analyst

Dec 2018- Mar 2019

- **Minimizing Second chances gap:** Analyzed individual's conviction and charges data, using Python and SQL, to increase the eligibility of individuals charged or convicted of crimes to, upon application, shorten or downgrade their past convictions, clean their criminal records, and/or regain the right to vote.

BOX Inc

Redwood City, CA

Practicum Data Science Intern

July 2018 - Dec 2018

- **Weekly Active Users (WAU) Prediction - Research paper:** Built **prediction models** to predict weekly active users (WAU) using Box customer's data on file-sharing activities within a firm; Created **Tableau dashboards** with interactive dynamic network graphs based on network metrics; Developed a **research paper** based on results and **filed for a patent**.

Ernst & Young Global Shared Services

Bangalore, India

Senior Software Engineer - IT Advisory

June 2012 – Nov 2015

- Designed an **automated batch process** to create analytic reports, using **MS-SQL and Java**, to advise management on data-driven decisions on a daily basis.
- Integrated an insurance claim management system with multiple claim inquiry and evaluation systems in Guidewire; collaborated with business, configuration, and testing teams, improving fraud detection capability of the existing system.

ACADEMIC PROJECTS

- **Quora Duplicate Questions Identification with Deep Learning Models for NLP:** Solved the problem of identifying whether a given question is duplicate of another or not i.e. two questions contain the same meaning with an accuracy of 82.16% using Siamese **Recurrent Neural Networks**.
- **Text Analytics with Amazon Customer Reviews:** Executed **topic modeling** using Latent Dirichlet Allocation to identify common complaints in reviews; built **prediction models** to classify whether a review is helpful or not, using the content characteristics of existing reviews as features to influence customers write better reviews.

- **Impact of Salesperson Training in Retail:** Quantified the impact of training on sales, product returns and perceived salesperson performance across various stores by building **linear and logistic regression models**, using R, to generate significant managerial insights and recommendations to increase sales.

EDUCATION

Santa Clara University, Leavey School of Business

Master of Science in Business Analytics

Santa Clara, CA

December 2018

- Beta Gamma Sigma Honoree; Graduate Teaching Assistant for Math for Finance, 2018.
- Merit-based scholarship recipient awarded for academic excellence, 2018.
- **GPA: 3.92**; MSBA Program Admissions Ambassador, 2018.

Anna University, College of Engineering Guindy

Bachelor in Electronics & Communication Engineering

Chennai, India

April 2012