

Preethi S. Ranganathan

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Visa Status: H4 – EAD valid till 2021.

EDUCATION

Santa Clara University, Leavey School of Business

Santa Clara, CA

Master of Science in Business Analytics

December 2018

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

Anna University, College of Engineering Guindy

Chennai, India

Bachelor in Electronics & Communication Engineering

April 2012

TECHNICAL SKILLS

- Programming Languages: **Python** (NumPy, pandas, scikit-learn, matplotlib, seaborn), **R** (data table, dplyr, ggplot), Java
- Tools & Technologies: Map Reduce, **PySpark**, **SQL**, **Tableau**, Guidewire Insurance Suite
- Scientific: Data Wrangling and Visualization, Hypothesis Testing, Econometrics, Panel Data Analysis
- Machine Learning: Regression Modeling (Linear, Logistic, Count Data Models), Bayesian Techniques, Support Vector Machines, k-Means, KNN, Classification & Regression Trees, Topic Modeling and Sentiment Analysis, Deep Learning.
- Databases: MySQL, MongoDB

ACADEMIC PROJECTS

- **Research paper with BOX Inc. (Weekly Active Users (WAU) Prediction):** Built **prediction models** to predict weekly active users (WAU) using Box data on file-sharing activities within a firm; Developing on a **research paper** based on results. Created **Tableau dashboards** with interactive dynamic network graphs based on the network metrics.
- **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.
- **Panel Data Analysis of Durable Goods Transactions:** Measured the impact of past returns on future purchases; ran binary classification models to identify products most likely to be returned; executed **K-means clustering** to segment customers by grouping-similar purchasing behaviors to target customers and increase sales.

EXPERIENCE

Ernst & Young Global Shared Services

Bangalore, India

Senior Software Engineer - IT Advisory

2012-2015

- 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; collaborated with business, configuration, and testing teams, improving fraud detection capability of the existing system.
- Increased revenue up to \$1M by analyzing and resolving production issues via instant workarounds and permanent solutions.
- Collaborated with a team of seven to develop a resource management tool to ease job allocation tasks within the organization and improve manager productivity.

ADDITIONAL INFORMATION

Certifications: Guidewire Specialist Certification in Insurance Suite 7.0 Integration in 2013; Guidewire Technical Certification in PolicyCenter 7.0 Application Integration in 2014.

Awards: Earned "Extra Miler Award" from Ernst & Young for job excellence in 2013, 2014 and 2015.