

# Priyanka Murugan

(415) 818 - 7619 ♦ [pkrmu@ucdavis.edu](mailto:pkrmu@ucdavis.edu) ♦ San Francisco, CA ♦ [LinkedIn](#) ♦ [GitHub](#) ♦ [Portfolio](#)

## PROFILE SUMMARY

---

Analytics professional with two years of full-time experience working on Marketing Analytics, skilled in analyzing and interpreting complex data to drive data-driven marketing campaigns

## SKILLS

---

**Domains:** Exploratory Data Analysis, Experimental Design, A/B Testing, Optimization, Machine Learning

**Languages:** Python, R, SQL dialects (MySQL, BigQuery)

**Technologies:** Tableau, GCP, Gurobi, MongoDB, Git, Alteryx (ETL), Flask, Snowflake, Jira, AWS

## PROFESSIONAL EXPERIENCE

---

**American Eagle Outfitters** (*Optimized supply chain with annual revenue of \$3.7B*)

**San Francisco, CA**

**Business Analyst**

[Sep. 2022 – present]

- Leveraged **Python**, and **BigQuery** to streamline current Inventory Repositioning Tool (IRT) by integrating forecasts to predict customer demand
- Improved Optimization model using **Gurobi** by adding new parameters and constraints to generate profitable store-to-store transferring routes

**Novartis Healthcare** (*Deliver personalized customer engagement via omnichannel marketing*)

**Hyderabad, India**

**Analyst, Marketing Analytics**

[Sep. 2021 – Jun. 2022]

*Awards & Achievements: Star Impact Award for 3 consecutive quarters*

- Conducted **A/B testing** to evaluate impact of channel sequence recommendations resulting in overall **10-20% uplift** in customer engagement and sales
- Implemented an ensemble of a **LightGBM** model with 20-fold cross validation, and a genetic optimizer to predict marketing channel sequences that maximize sales, achieving close to **5% MAPE**
- Developed sales attribution model utilizing K-means clustering and log-linear regression to achieve **95%** adjusted R-squared and ranking accuracy of **77%**
- Worked with Executive Director of Enterprise Analytics to launch decision engine as part of digital transformation strategy based on a network of **100K** customers in US oncology market

**Associate Analyst, Marketing Analytics**

[Aug. 2020 – Aug. 2021]

- Developed decision engine integrated with **Veeva CRM** via cross-functional collaboration to provide medical representatives with real-time targeted triggers resulting in **\$1.5M** incremental annual revenue
- Wrote and successfully executed **50+** test cases using **Jira**, and robust data governance measures in an **agile** manner, leading up to decision engine deployment
- Saved **\$250K** in FY 2021 by leveraging **patient analytics** over manual targeting to identify high-potential customers in US oncology market
- Reduced processing time by **75%** to generate weekly reports by developing analytical workflows to query multiple **Snowflake** databases with **100M+** rows of data using **Alteryx** and **Python**

## PROJECTS

---

- US News Scraper and Sentiment Analyzer** – Built a web scraper using BeautifulSoup to extract U.S. News Headlines and perform sentiment analysis. The project is deployed as a [Streamlit Application](#)

## EDUCATION

---

**University of California, Davis**

**San Francisco, CA**

Master of Science, Business Analytics

[Aug. 2022 – Jun. 2023]

*Highlighted Coursework:* Machine Learning, Data Management, Advanced Statistics, Big Data, Cloud Computing

*Awards & Achievements:* Merit-based scholarship of \$16,500

**Visvesvaraya National Institute of Technology, Nagpur**

**Nagpur, India**

Bachelor of Technology, Metallurgical and Materials Engineering

[Jul. 2016 – Jul. 2020]

*Awards & Achievements:* Co-authored a research paper in Materials Today: Proceedings journal (2021) [\[Link\]](#)