

# Priyanka Murugan

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## PROFILE SUMMARY

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Analytics professional with 2+ years of full-time experience in Marketing Analytics, skilled in analyzing and interpreting complex data to drive data-driven marketing campaigns, seeking Analyst or Data Scientist roles

## SKILLS

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**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

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**American Eagle Outfitters** (*International fashion retailer, with annual revenue of \$3.7B*) **San Francisco, CA**

**Business Analyst, Practicum Project** [Sep. 2022 – present]

- Wrote Python scripts to extract 8M retail demand forecasts from BigQuery into an optimization tool
- Built an algorithm test bed using Python and Gurobi for validating test cases for a nationwide supply chain problem regarding inventory transfer worth \$83M
- Developed Tableau Dashboards to visualize 10 most profitable transfer routes per SKU to aid inventory management for analytics and operations teams

**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 test to evaluate impact of touchpoint recommendations resulting in overall 10-20% uplift in customer engagement and sales
- Implemented a Multi-Touch Attribution model to predict optimum cadence and volume of channel touchpoints to maximize brand sales at customer level leading to \$200K increase in brand revenue
- Partnered with Directors to launch decision engine as part of digital transformation strategy based on a network of 100K customers in US oncology market
- Led the team that implemented robust data governance measures in an Agile manner for decision engine deployment by writing and executing 50+ test cases using Jira

**Associate Analyst, Marketing Analytics** [Aug.2020 – Aug. 2021]

- Developed decision engine integrated with Veeva CRM via cross-functional collaboration to provide users with real-time targeted triggers resulting in \$1.5M incremental annual revenue
- 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

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- **Web scraping** – Developed and deployed a [Streamlit Application](#) to scrape U.S. News headlines and perform sentiment analysis. Scraped 3K recipe attributes from the Food Network website, performed data processing, and stored as a MongoDB database

## EDUCATION

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**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

**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) [\[Link\]](#)