# Priyanka Murugan

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## PROFILE

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

**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

## PROFESSIONAL EXPERIENCE

**American Eagle Outfitters** (International fashion retailer, with annual revenue of $3.7B)　　　　**San Francisco, CA**
**Business Analyst**　　　　[Sep. 2022 –]
- Leveraged **Python**, and **BigQuery** to streamline current Inventory Repositioning Tool (IRT) by integrating forecasts and improved Optimization model using Gurobi by adding new parameters and constraints

**Novartis Healthcare** (Deliver personalized customer engagement via omnichannel marketing)　　　　**Hyderabad, India**
*Awards & Achievements: Star Impact Award for Individuals for 3 consecutive quarters*
**Analyst, Marketing Analytics**　　　　[Sep. 2021 – Jun. 2022]
- 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 optimal marketing channel sequences to maximize sales, achieving ~**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 in the US based on a network of **100K** customers in US oncology market

**Associate Analyst, Marketing Analytics**　　　　[Aug.2020 – Aug. 2021]
- Developed **Veeva CRM** integrated decision engine 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, and robust data governance measures leading up to tool 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 ingest multiple data sources having **100M+** rows of data using **Snowflake**, **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, (3.1/4.0)　　　　[Jul. 2016 – Jul. 2020]
*Highlighted Coursework:* Computer Programming, Calculus, Linear Algebra
*Awards & Achievements:* Co-authored a research paper in Materials Today: Proceedings journal (2021) [Link]. Won Gold at All India Inter-NIT Lawn Tennis Meet (2018)