Priyanka Murugan

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PROFILE

Analytics professional with two years of full-time experience working in Marketing Analytics with outstanding stakeholder relationship management skills

Domains: Exploratory Data Analysis, Experimental Design and Analysis, A/B Testing
Languages: Python, R, SQL (MySQL, BigQuery)
Technologies: Tableau, GCP, Gurobi, MongoDB, Git, Alteryx (ETL), Advanced Excel, Flask, Snowflake

PROFESSIONAL EXPERIENCE

American Eagle Outfitters (AEO)   **San Francisco, CA**
Summary: As part of the MSBA Practicum, optimized supply chain for an international fashion retailer, with annual revenue of $3.7B
Business Analyst   [Sep. 2022 –]
- Utilized Gurobi to perform linear programming to improve current Optimization Model
- Created Tableau Dashboard to visualize store-to-store transfers

Novartis Healthcare Pvt. Ltd.   **Hyderabad, India**
Summary: An industry leader in delivering personalized experience to doctors via omnichannel marketing engagement.
Awards & Achievements: Star Impact Award for Individuals for three consecutive quarters
Business Analyst, Marketing Analytics   [Sep. 2021 – Jun. 2022]
- Experimental analysis: Conducted A/B tests to measure the impact of touchpoint recommendations on the KPIs over months observing an overall **6% improvement** in treatment group
- Utilized **SHAP framework** to analyze the impact of predicted touchpoint sequences on maximizing sales
- Physician Segmentation: Implemented K-means clustering to identify **16 unique physician personas** based on behavioral features
- Attribution Model: Implemented a log-linear regression model with **95% pseudo R-squared** in order to predict prescription sales made by doctors
- Operationalized end-to-end pipeline catering to data pre-processing and EDA using Python

Associate Analyst, Marketing Analytics   [Aug.2020 – Aug. 2021]
- Implemented targeting strategy of physicians for various oncology products using Alteryx and SQL achieving **30% increase** in digital channel utilization by sales reps in Q3 2021
- Built an ETL data pipeline in Alteryx to ingest multiple data sources of **100M+ rows** to generate weekly reports, reducing processing time from multiple hours to **30 minutes** per day
- Organized 3+ sponsored site-wide quizzing events with a reach of **1000+ associates** as part of Quizzards, Novartis

PROJECTS

- **US News Scrapper and Sentiment Analyzer –** Built a web scrapper using BeautifulSoup to extract U.S. News Headlines and perform sentiment analysis. 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: Data Management, Advanced Statistics, Big Data, Cloud Computing, Machine Learning
Awards & Achievements: GSM Grant ($7,000 scholarship), MSBA Fellowship ($9,500 scholarship)

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)