Priyanka Murugan

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SUMMARY

Data Analytics professional with 2+ years of experience in transforming complex data into actionable insights. Proficient in machine learning, reporting, and partnering with cross-functional leadership to support strategic business decision-making

SKILLS

Domains: Exploratory Data Analysis, Experimental Design, A/B Testing, Optimization, Machine Learning, BI & Reporting
Languages: Python, R, SQL dialects (MySQL, BigQuery)
Technologies: Tableau, GCP, Gurobi, MongoDB, Git, Alteryx (ETL), Flask, Snowflake, Jira, AWS

PROFESSIONAL EXPERIENCE

American Eagle Outfitters *(International fashion retailer, with annual revenue of $3.7B)*   **San Francisco, CA**
Business Analyst   [Sep. 2022 – present]

- Developed data ingestion pipelines to extract **8M+ retail demand forecasts** into an optimization tool
- Built an algorithm test bed using **Gurobi (Python)** 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)*   **East Hanover, NJ**
Analyst, Marketing Analytics   [Sep. 2021 – Jun. 2022]
Awards & Achievements: Star Impact Award for 3 consecutive quarters

- Generated a **10-20% uplift** in customer engagement and sales, as measured by key performance metrics via **A/B test** to evaluate the impact of marketing channel touchpoint recommendations
- Accomplished a **$200K increase** in **brand revenue** by implementing a **Multi-Touch Attribution model** to predict the optimum cadence and volume of marketing channel touchpoints at the customer level
- Delivered the successful launch of a decision engine as part of the digital transformation strategy, impacting a network of **100K customers** in the US oncology market, by partnering with Directors
- 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 – Sep. 2021]

- Delivered **$1.5M incremental annual revenue**, by developing a decision engine integrated with **Veeva CRM** through **cross-functional collaboration**, providing users with real-time targeted triggers
- 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

- 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

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]