

Gagana Uday Kumar

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Data Analyst/Data Scientist/Business Intelligence/Business Analyst

Dynamic and detail-oriented professional with a proven track record of extracting actionable insights from complex datasets. Proficient in various data analysis and machine learning techniques, including regression analysis, clustering, classification, and predictive modeling. Recognized for creating predictive models that accurately forecast consumer behavior and operational needs, facilitating proactive business strategies. Skilled in optimizing maintenance workflows for public service requests, improving efficiency by aligning historical data with operational schedules. Possess a keen analytical mindset coupled with a creative problem-solving approach, able to identify trends, anomalies, and outliers within datasets. Capable of conducting A/B testing and hypothesis testing to validate assumptions and derive actionable insights.

Technical Skills: Python Programming, SAS, R programming, Tableau, Power BI, SQL, Microsoft Suite, Advanced Excel, Tableau, Predictive Modeling, MySQL, PostgreSQL, Oracle, MongoDB

SKILLS & COMPETENCIES

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| <ul style="list-style-type: none">Database ManagementBusiness Process ModelingPerformance MeasurementQuality Assurance & Control | <ul style="list-style-type: none">Data VisualizationStatistical AssessmentData Collection & AnalysisBusiness Intelligence Analysis | <ul style="list-style-type: none">Team Building & LeadershipCross-functional CollaborationKey Relationship DevelopmentProcess Improvement Initiatives |
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CAREER HIGHLIGHTS

- Achieved first place in the data visualization category of the SAS Curiosity Cup competition 2024, surpassing 107 global teams for the project on World Energy Consumption
- Earned promotion from Analyst to Senior Analyst at Lowes for driving continuous process enhancements and becoming the team's subject matter expert.
- Advanced from Senior Item Data Specialist to Lead Item Data Specialist at Target Corporation, recognized for sustained process advancement initiatives and mentoring associates.

EDUCATION & CREDENTIALS

Master of Science in Data Analytics, (GPA: 4.0) 08/2024

The University of Texas at San Antonio, San Antonio, TX

Bachelor of Engineering in Information Science, (GPA: 3.4) 06/2014

Vidya Vikas Institute of Engineering & Technology (Visvesvaraya Technological University), Mysore, India

Machine Learning with Python – Coursera (authorized by IBM)

KEY PROJECTS

Predicting Advertisement Clicks using R language:

Project Link

- Presented actionable insights on user behavior and engagement patterns by visualizing data with Power BI and Tableau.
- Enhanced ad targeting strategies by pinpointing and identifying critical factors influencing ad interaction through rigorous and detailed statistical analysis.
- Achieved up to 98% accuracy in forecasting ad clicks by developing predictive models (Logistic Regression, Decision Trees, SVM, and Random Forest).

Predictive Modeling for Direct-Mail Fundraising Campaigns: Enhancing Donor Engagement and Cost-Effectiveness using Python:

Project Link

- Developed a Random Forest predictive model for veteran organization fundraising, achieving 79.7% accuracy and 0.911 ROC AUC.
- Ensured robust model performance by conducting data preprocessing on a 3000-record dataset, including handling missing values and removing correlated features.

SAS Enterprise Guide Project on World Energy Consumption and Population (1995-2021):

Project Link

- Utilized time series graphs to visually depict trends, revealing that 76.47% of countries showed a significant correlation between population growth and energy consumption.
- Led a detailed SAS Enterprise Guide analysis on global trends in Energy Consumption and Population from 1995 to 2021, using advanced PROC SQL to explore the relationship between population growth and energy use.

H1B Insights: Visualizing US Applicant Trends & Salaries using Tableau:

Project link

- Identified 'Software Developers, Applications' as the top job title preference and visualized H1B visa trends in Tableau, highlighting filings, state, city, and company statistics.
- Concluded findings with observations on how policy changes, such as the 2020 DOL Wage Rule change, influenced dynamics among H1B applicants.

PROFESSIONAL EXPERIENCE

Civic Tech Scholar Intern | Better Futures Institute, San Antonio, United States

05/2024 – Present

Developed targeted community outreach strategies based on geographic analysis of 311 service requests, enhancing community engagement. Built a predictive model leveraging historical data to forecast 311 service requests, streamlining maintenance workflows and optimizing Street repair schedules

- Designed interactive dashboards and comprehensive reports using Tableau and Power BI, providing actionable insights and supporting data-driven resource allocation.
- Conducted advanced statistical and geographic analysis using Python and R, identifying patterns and trends in service requests and proactive repairs, enabling data-informed decision-making.

Senior Analyst | Lowes India, Bangalore, India

07/2020 – 09/2022

Developed and trained associates and analysts, enhancing team capabilities and knowledge. Designed and delivered data-driven insights via weekly and monthly Power BI dashboards, informing strategic decision-making. Fetched data using SQL queries to build the dashboard

- Created standardized operating procedures (SOPs) and Visio flowcharts, streamlining the ARM process and ensuring scalability.
- Spearheaded the pilot launch of the Asset Resolution and Maintenance (ARM) process, driving efficiency and productivity gains.
- Led the asset maintenance team, ensuring timely resolution of seller issues and high-quality asset delivery (images, videos, 360 Spin).

Senior Product Compliance Associate | Amazon India, Bangalore, India

12/2018 – 07/2020

Oversaw the prioritization, productivity, reporting, and training needs of the team, ensuring efficient operations and enhanced team performance. Established a standardized procedure for food safety investigations in the Indian marketplace, ensuring consistent and effective handling of safety incidents. Provided coaching on day-to-day activities to enhance team performance.

- Applied SQL to fetch and transform data, designing interactive dashboards in Tableau and Power BI to boost data accessibility and aid in strategic decision-making.
- Formulated operational strategy for the team as a Subject Matter Expert (SME) to accelerate efficiency and productivity.
- Led investigations into customer-reported food safety concerns across Indian, US, and Canadian markets, enhancing product safety protocols and customer satisfaction and assessed compliant and permissible goods on the Amazon website
- Conducted detailed analysis and generated 4 weekly and 1 monthly business reviews for the Food Safety Investigation team, facilitating strategic decisions and operational improvements in the Indian market.

Lead Item Data Specialist | Target Corporation, Bangalore, India

01/2017 – 11/2018

Managed item data, including vendor-provided information, ensuring timely launch of items on Target.com. Led the gathering, analysis, and reporting of key business metrics, enabling the team to derive actionable insights.

- Attained certification through a 'Train the Trainer' program.
- Pioneered testing of the Pipeline application upon initial release while adhering to defined regulations.
- Initiated and managed over 2000 guest reviews by resolving potential issues promptly to enhance guest satisfaction.

Data Analyst | Technosoft Global Corporation – Target Corporation, Bangalore, India

07/2015 – 12/2016

Strategically mapped Target.com product offerings against key competitors to identify strategic opportunities for market positioning. Strengthened competitive intelligence strategies to improve accuracy in pricing analyses across global markets.

- Provided mentorship and guidance to new team members, fostering their professional growth and integration into the team.
- Successfully led critical transition projects such as reverse mapping and price variance analysis, contributing to operational efficiency and project success.

Business Development Manager | MyDeals247 Pvt. Ltd, Bangalore, India

09/2014 – 03/2015

Engaged clients to ensure ongoing updates on our products and market trends, resulting in increased client satisfaction and retention. Contributed to the expansion of product lines and the conceptualization of new products, driving growth and market diversification.

- Conducted extensive research on global markets, identifying emerging trends and implementing innovative strategies to enhance market penetration and competitiveness.