

Gagana Uday Kumar

San Antonio, TX 78207 ☐ +1(737)-326-9878 ☐ gagssan@gmail.com ☐ <https://www.linkedin.com/in/gagana-uday-kumar> ☐ <https://github.com/Ugagana/>

Data Analyst/Data Scientist/Business Intelligence/Business Analyst

Dynamic, 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 innovative solutions and a strong foundation in computer science that forecasts consumer behavior and operational needs, facilitating proactive strategies. Skilled in optimizing maintenance workflows for public service requests and business processes, improving efficiency by aligning historical data with operational schedules. Strong problem-solving abilities and clean documentation practices, with excellent written and verbal communication skills. Capable of collaborating with stakeholders in fast-paced environments to identify trends, anomalies, and outliers within datasets, ensuring accurate status reporting and effective analytics. Experienced in project management, time management, and merchandising, with a focus on ethical considerations in data science. Committed to continuous learning, utilizing resources like books to enhance basic and advanced analytical skills. Adept in ETL processes and familiar with finance, capable of applying deductive reasoning to support data-driven decision-making.

EDUCATION & CREDENTIALS

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| Master of Science in Data Analytics, (GPA: 4.0) The University of Texas at San Antonio, San Antonio, TX | 08/2024 |
| Bachelor of Engineering in Information Science, (GPA: 3.4) Vidya Vikas Institute of Engineering & Technology (Visvesvaraya Technological University), Mysore, India | 06/2014 |

TECHNICAL SKILLS

- **Languages:** Python (Pandas, NumPy, Sklearn, TensorFlow, PyTorch, Scikit-Learn), SQL, R programming, SAS
- **Machine Learning:** Scikit-Learn, TensorFlow, PyTorch, XGBoost, K-Means, Random Forest, Decision Trees, SVM.
- **Statistical Modeling:** Regression, Hypothesis Testing, ANOVA, Clustering, Time Series Forecasting.
- **Data Management:** SQL (Advanced Queries), PostgreSQL, MySQL, Snowflake, Databricks, Microsoft Suite (Excel, Visio, PowerPoint)
- **Data Analysis & Visualization:** Power BI, Tableau, Matplotlib, Qlik, Seaborn, ggplot2, Plotly.
- **Collaboration & Communication:** Agile, Confluence, JIRA, Cross-functional Teamwork, Data Storytelling.

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 innovation and mentoring associates.

PROFESSIONAL EXPERIENCE

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| Data Analyst Intern Better Futures Institute, San Antonio, United States | 05/2024 – 08/2024 |
| <ul style="list-style-type: none">• Developed targeted community outreach strategies through geographic analysis of 311 service requests, enhancing community engagement by 30%.• Built a predictive model that forecasted 311 service requests with 65% accuracy, streamlining maintenance workflows and optimizing street repair schedules.• Designed interactive dashboards and comprehensive reports using Tableau and Power BI, providing actionable insights that improved resource allocation efficiency by 25%.• Conducted advanced statistical and geographic analysis using Python and R, identifying patterns in service requests that led to a 20% increase in proactive repairs. | |
| Senior Analyst Lowes India, Bangalore, India | 07/2020 – 09/2022 |
| <ul style="list-style-type: none">• Developed and trained 6 associates, enhancing team knowledge, resulting in a 20% increase in overall team productivity.• Designed and delivered data-driven insights via weekly and monthly Power BI dashboards, informing strategic decision-making with a 30% improvement in reporting speed.• Created standardized operating procedures (SOPs) and Visio flowcharts, streamlining the ARM process and ensuring scalability, which reduced onboarding time by 25%.• Spearheaded the pilot launch of the Asset Resolution and Maintenance (ARM) process, driving efficiency that led to a 15% increase in productivity and a 20% reduction in resolution times. | |

- Led the asset maintenance team, ensuring timely resolution of seller issues and achieving a 95% satisfaction rate in high-quality asset delivery (images, videos, 360 Spin).

Senior Product Compliance Associate | Amazon India, Bangalore, India

12/2018 – 07/2020

- Oversaw team prioritization, productivity, reporting, and training needs, resulting in a 25% improvement in operational efficiency.
- Applied SQL to fetch and transform data, designing interactive dashboards in Tableau and Power BI that boosted data accessibility by 40% and aided strategic decision-making.
- Formulated operational strategies as a Subject Matter Expert (SME), accelerating team efficiency and productivity by 20%.
- Conducted detailed analysis and generated 4 weekly and 1 monthly business reviews for the Food Safety Investigation team, facilitating strategic decisions that led to a 15% improvement in operational processes in the Indian market.

Lead Item Data Specialist | Target Corporation, Bangalore, India

01/2017 – 11/2018

- Managed item data, including vendor information, ensuring a 95% on-time launch of items on Target.com. Led the analysis and reporting of key business metrics, enabling the team to derive actionable insights that increased sales by 20%.
- Attained certification through a 'Train the Trainer' program, enhancing training capabilities for over 30 team members.
- Pioneered testing of the Pipeline application upon initial release, ensuring 100% compliance with defined regulations and reducing testing time by 25%.
- Initiated and managed over 2,000 guest reviews, resolving potential issues promptly to enhance guest satisfaction scores by 15%.

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

07/2015 – 12/2016

- Strategically mapped Target.com product offerings against key competitors, identifying 15 strategic opportunities for market positioning that improved market share by 10%.
- Successfully led critical transition projects such as reverse mapping and price variance analysis, contributing to a 20% increase in operational efficiency and project success rates.

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.

SKILLS & COMPETENCIES

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| <ul style="list-style-type: none"> Database Management Business Process Modeling Performance Measurement Quality Assurance & Control | <ul style="list-style-type: none"> Data Visualization Statistical Assessment Data Collection & Analysis Business Intelligence Analysis | <ul style="list-style-type: none"> Team Building & Leadership Collaborate Cross-functionally Key Relationship Development Process Improvement Initiatives |
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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.