

# Prachi Gaur

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**SUMMARY:** Achievement-driven professional who furnish insights and develop business intelligence solutions to advance opportunity identification, process reengineering, and corporate growth.

## EDUCATION

### The University of Texas at Dallas

*M.S., Business Analytics (Dean's Excellence Scholarship)*

May 2023

GPA 4.00

### G.B. Pant University of Agriculture & Technology, India

*B.Tech., Agricultural Engineering (National Merit Scholarship)*

July 2017

GPA 3.34

## CORE SKILLS

**Data Management:** Hadoop, Spark, Data Warehousing, ETL

**Machine Learning:** Supervised, Unsupervised models, Random Forest, KNN, SVM, Linear Regression

**Statistics:** Hypothesis testing, T-Test, Time-series Analysis, Regression, Chi-Squared Test

**Analysis Tools:** MS Excel, Google Analytics, Tableau, Power BI, SAS Visual Basics

**Programming:** R, Python, C, C++, SQL, MongoDB

**Soft Skills:** Teamwork, Time Management, Critical Thinking, Adaptable, Goal Oriented, Effective Communication

**RELEVANT COURSES:** Applied Machine Learning, Predictive Analytics using SAS, Business Data Warehousing, Data Visualization, Database Foundations for Business Analytics, Business Analytics with R, Advanced Statistics for Data Science

## BUSINESS EXPERIENCE

### Mahindra and Mahindra

#### Data Scientist

July 2017 – Aug 2020

- Developed insights and presented trends of customer behavior by data mining sales transactions using SQL and R, further recommended next best action, cross-sell, up-sell, customer churn analysis, and customer engagement leading to 15% increase in sales in a span of 2 years
- Collaborated with cross-functional teams to deliver pricing analytics solutions using hedonic price models for JIVO 365 resulting in gross revenue growth of about 10% monitored in a five-month tenure
- Executed the sales forecasting solution based on existing data for tractors using advanced statistical models. The analytics program resulted in forecast accuracy of 85-90% and reduced inventory carrying cost by 10%
- Presented analysis that identified meaningful trends and new business opportunities for Mahindra Farm Division to senior management. Gained highest ever MS of 22.3% for the 30-40 HP category in F19. Recorded 20.3% Vol. growth led by strong penetration of key brands – Mahindra 415 DI (54% CAGR Since launch) & established new platform named Mahindra YUVO

### Parle Biscuits Pvt Ltd

#### Industrial Trainee

June 2015-July 2015

- Designed dynamic dashboards in Tableau to track daily inventory leading to a 2% increase in inventory accuracy
- Managed multiple vendors and saved costs related to inventory by 5%

## ACADEMIC PROJECT

### 1. Impact of human activity during the covid lockdown on air quality in five different states in USA

Dec 2021

**Tools Used:** Tableau, Python, Hypothesis Testing-Paired T-Test

- Performed data cleaning using python further conducted paired t-test at 0.05 significance level
- Analyzed the findings and inferred that Florida's SO2 level increased by 23.7% from 2019 to 2020

### 2. Rental Management System

**Tools Used:** Oracle Database 11g using Virtual Desktop Access (VDA), ER Assistant

Dec 2021

- Consolidated data requirements, Normalized schema, created tables, and defined business rules.
- Designed ER model, translated the model to relational schema & implemented an application of rental business

### 3. Integrated Analysis, K means Clustering and Decision Tree using Tableau & R

Jan 2022

**Tools Used:** Tableau, R Studio, decision tree

- Performed data pre-processing using python further executed decision tree for the data
- Identified clusters and performed visualization of key variables across clusters

### 4. Product Review System

Jan 2022

**Tools Used:** Python (NumPy, seaborn, matplotlib, pandas)

- Devised the model based on different products, performed exploratory data analysis to a specific dataset, and predicted the nature of the review

## LEADERSHIP EXPERIENCE

**Project Management Club, UT Dallas** – social media/communications officer

Sept 2021-Present

**Volunteer at Prerna Project-** State SPOC (for Uttar Pradesh)-initiative empowers women in agriculture

Oct 2017-Aug 2020