

ANIL GURUPRASAD CAVALE

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PROFILE

- Business Analytics Master's student motivated to use data for decision making in Businesses.
- **Skills:** Python, R, Google Cloud Platform, SAS EM, SQL, Tableau, Power BI, Google Analytics, Excel.
- **Core Competencies:** Business Analytics, Data Visualization, Machine Learning, Data Mining, Predictive Analysis, Cloud Computing, Digital Marketing, Marketing and Financial Management.

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science in Business Analytics and Information Management **June 2022**

K. J Somaiya College of Engineering, Mumbai University **Mumbai, India**
Bachelor of Technology, Electronics Engineering **June 2019**

Professional Experience

Media.net **Mumbai, India**
Associate Campaign Manager **June 2020 – April 2021**

- Decreased quarterly expense by 20% by optimising various cost metrics through detailed analysis of historical and forecasted revenue and costs trends.
- Generated weekly reports and dashboards using Tableau and Excel and shared the insights with the concerned Stakeholders.
- Handled premium accounts such as Forbes, Condast, WebMD, Business Insider, Healthline among others and ensured overall increase in advertiser spends on these publishers by 30%.

ReachLocal **Mumbai, India**
SEM Analyst **August 2019 – January 2020**

- Worked on Google and Yahoo publishers along with various marketing automation and analytic tools and ensured increase in leads for clients by 25%.
- Reduced customer churn by 10% through proactive online marketing campaign management and monitored performance metrics such as click-through rate, cost per click and cost per lead.
- Successfully managed to troubleshoot issues impacting the campaign performance and also communicated the issues with Clients and made necessary recommendations.

Academic Projects

- **Identification of Digital Marketing Channel Cannibalization** – Optimised digital marketing channels by forecasting future revenue and profit margins and identified inefficiencies and cannibalization effects among the different digital marketing channels.
- **Kaggle Competition - Credit Default Risk Prediction** – Built a Classification Model to predict credit card default based on current financial information using Gradient Boosting in SAS EM and obtained an AUC of 0.93.
- **Kickstarter Platform Analysis** - Analyzed campaign performance on Kickstarter and identified reasons for top performing campaigns on the platform and created a model to predict campaign success on the platform.
- **Covid-19 Action Plan** - Created a pipeline to fetch real time Covid-19 cases and twitter data on GCP to understand spread of Covid-19 during 3rd wave and used twitter data for sentiment analysis.
- **Prototype for Brain Controlled Wheelchair** – Analyzed Brain Waves collected from Neurosky EEG Headset and established a bluetooth connection with a raspberry pi-controlled wheelchair prototype to enact movements.

LEADERSHIP ACTIVITIES, CERTIFICATIONS, HONORS

- Certificate course in Python and R for Data Science issued by IBM.
- Certificate course in Financial and Marketing Management from the Welinkar's Institute of Management.
- Winner of "The Best Project Award" in the Electronics Department.
- Secured Third place in Ennovate Competition held in KJ Somaiya College of Engineering.
- Led college's CSR campaign and collaborated with Mumbai First and "Make a Difference" organizations in the beatification of a railway station