

# ANIL GURUPRASAD CAVALE

WL, IN 47906 | 765-746-9739 | cavale@purdue.edu | [LinkedIN](#) | [Github](#)

## 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**

- Analyzed web traffic data on a daily basis to identify trends and patterns and shared the results through effective presentation and documentation to the stakeholders.
- Generated weekly and monthly reports and dashboards to track all major metrics and also created necessary Data Visualizations using Tableau and Excel.
- Monitored and administered web analytics dashboards and pointed out key areas of improvement in accordance to internal performance goals.
- 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 to ensure increase in leads for clients by 25%.
- Ensured client retention through proactive online marketing campaign management and monitored performance metrics such as click-through rate, cost per click and cost per lead and reduced customer churn by 10%.
- Successfully managed to troubleshoot issues impacting the campaign performance and also communicated the issues with Clients and made necessary recommendations.

## Academic Projects

---

- **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 3<sup>rd</sup> 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, AFFILIATIONS, 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