

PRIYANKA GROVER

Boston, Massachusetts
(848) 239-8239
priyankagrover@brandeis.edu

EDUCATION

Brandeis University, Waltham, MA

M.S. in Computer Science, May 2018

Related Coursework: Marketing Analytics, Software Entrepreneurship, Software Engineering for Scalability, Scientific Data Processing in Matlab, Mobile App Development, Programming in Java

University of Delhi (DU), Delhi, India

B.Sc. in Statistics, 2012

Related Coursework: Mathematics, Probability Theory, Statistical Inference, Operational Research, Econometrics

SKILLS

- R, Python, Ruby, Java, C, C++, Sinatra, Microsoft SQL Server, HTML, Oracle 10g Certified Associate/Professional
- MATLAB, SPSS, SAS, Tableau, Alteryx, Google Analytics, Next Analytics, Qualtrics, Blender
- Android application development
- Languages: English, Hindi, German, Punjabi

WORK EXPERIENCE

Brandeis University, Waltham, MA

- Developed a predictive model in Matlab for a hit song based on the chord progression from past hits.
- Worked on development of an Android app with City of Boston to improve the conditions of sidewalks and make Boston more accessible for people with disabilities. Tools: Java, SQL, AWS
- *Teaching Assistant for Software Entrepreneurship* (Fall 2017); Assisted students in applying Lean Startup principles to their own startup projects; Mentored student projects and assessed their progress
- *Operations Coordinator for Brandeis Precollege Programs* (Summer 2017): Collaborated with senior leadership to develop a crisis communications plan while serving as a direct liaison between parents, students, faculty and support staff; Created and maintained the department websites. Tools: Excel, Trello, Cascade CMS

Bain & Company, Gurgaon, India

Intern, Product, Practice & Knowledge (PPK), Summer 2016

- Tracked web analytics on knowledge management system while using analytics as a feedback loop for improving user experience and KM processes.
- Supported and collaborated with the development team to define, design, accept, and adapt features, with in-depth technical discussions.
- Conducted market research by analyzing data submission trends in the knowledge management system and aligning metadata. Tools: Excel, Google Analytics, Next Analytics

Kantar IMRB, Delhi, India

Project Consultant (Contract), November 2015 – February 2016

- Quantitative and Qualitative Research Professional in a leading Life Sciences firm's diagnostic study. Collaborated with clients in providing market research expertise and analytical support while handling ETL jobs and developing directed insights leading to Product Release.
- Developed and monitored surveys based on client's needs to achieve relevant datasets through primary research
- Performed white space analysis to deliver high shelf ware account segmentation based on multivariate clustering. Provided data intelligence support to senior management to launch campaign. The result was a 44.6% adoption growth in accounts from effective data mining. Tools: SQL, Python (NumPy, Pandas), Tableau

Ernst & Young, Gurgaon, India

Associate Analyst, August 2013 – July 2015

- Implemented a Turbo idea for streamlining a firm wide internal knowledge reporting process that led to savings of 1560 man-hours per annum earning the Six Sigma White Belt certification.
- Provided data intelligence in creating resource allocation matrices for a team of 80 by predicting workload for the fiscal year by leveraging historical delivery volumes using time series forecasting method - Holt Winters.
- Key Performance Indicators: Assisted in developing standardized data driven metrics, data extraction and KPIs reporting processes for a global team of 80; Delivered periodic project and team performance dashboards with strategic and actionable insights for executive management
- Highlighted low feature usage accounts with a risk of attrition analyzing adoption and feature usage data, leveraged multivariate ranking algorithms in R and created standardized monthly reporting in Tableau. The project led to an adoption growth of 33.4% for 30% of the consistently declining accounts highlighted.