Priyanka Gagneja

63 beaver dam Rd, Natick, Massachusetts, US - 01760; [priyankaigit@gmail.com;](mailto:priyankaigit@gmail.com;%20) 508 215 7316; [Linkedin;](https://www.linkedin.com/in/priyanka-gagneja/) [RPubs](http://www.rpubs.com/priyankaigit)

**EMPLOYMENT PROFILE**

Passionate, self-motivated **Analytics/Consulting professional** workedacross industries like retail, education & financial services. Curious, Quick learner, relentless and always willing to learn new tools and technologies. Looking forward to exploring a variety of opportunities that data can bring

**PROFESSIONAL SKILLS**

* Experience working with **machine learning techniques** like logistic regression, linear regression, RFM analysis, time series forecasting, random forest, boosting, bagging etc.
* Comfortable working with -
  + **R programming (**including **Shiny, Markdowns), RStudio,**
  + **Python** (Numpy, Pandas, matplotlib, scikit-learn, BeautifulSoup), **Jupyter notebooks,**
  + **Tableau**,
  + **Base/Advanced SAS**, SAS JMP, SAS Forecast Studio,
  + **SQL**,
  + Relationaldatabase like Presto db, **postgres** with pgAdmin & dataGrip IDE.
* Familiarity with **AWS** cloud technologies (S3- storage, EC2- computing, RDS- DB) and version control with **Git**.

**COMMUNTIY ENGAGMENT**



* **Speaker/ Tableau Trainer** at *ODSC East*, May 2018 in Boston**.**
* 3rd position in **Pitney Bowes FinTech Hackathon,** Atlanta Nov’2018**.**
* Contributor to open source community – **“meetupr”** package May’ 2019**.**
* Active member in Community(meetups) - Boston Python, Code for Boston, Boston useR and RLadies group, Boston Tableau User Group.

**WORK EXPERIENCE (Oct 2006 – Present)**



**Data Science Analyst – Infor, Dynamic Science Labs, Cambridge, MA, US Jan/2019 – Present**

* Working for financial services client in a *SaaS* environment user of Infor’s CRM software, designed and productionized the predictive analytics solutions for contact center and *marketing* to:
  + - Identify new prospects using logistic regression to generate scores to expedite *customer acquisition*.
    - Recommend more financial products to *cross-sell* (collaborative filtering techniques). For the UI that contact center uses was developed as an app using **R Shiny**. **­**
    - Exploring opportunities for NLP/*text analytics* to improve the current customer acquisition models as well as develop customer retention.

**Adjunct Faculty – Sawyer Business School, Suffolk University, Boston, MA, US Spring 2019**

* Taught a course on Business Intelligence & Data Analysis using Tableau & R.

**Sr Pricing Analyst – Staples, Framingham, MA, US Nov/2018 – Jan/2019**

* Developed Reports for contract pricing team, focused on Paper sales & measure performance of the vendor.

**Sr Data Analyst – Home Depot (via Ugam Solutions Inc), Atlanta, GA, US** **July/2018 – Nov/2018**

* Identified the substitutable item groups for assortment planning team of a home improvement chain. Achieved this by performing web scraping of Left Navigation filter information from homedepot.com & its competitors ecommerce portal using Google Analytics, ranking it using search results from Google Ad-words.

**Research Assistant – Boston College, Chestnut Hill, MA, US** **Aug/2017 – June/2018**

* Worked as a data analyst while doing *Master’s in Applied Economics at Boston College***.** At Lynch school, education department I worked with the research scholars of help establish hypotheses on middle school kids’ behavior and responses towards activities supporting STEM learning using **R, SQL** and **Tableau**.

**Business Analyst, Accenture Mgmt Consulting, Bangalore.** **May/2011 – Feb/2015**

* Improved *demand planning* strategies for a beer giant resulting in benefit of nearly $1.5 MN.
* Developed a quick, low-cost excel-based POC tool for forecasting including few sophisticated ARIMA models with a turnaround time of 1-week about 2.5X faster.
* Enhanced an internal tool used for spare parts planning by using Excel Solver to obtain optimal solutions thus reducing about 30% of manual intervention.
* Developed R-based tool for providing warranty solutions from early defect identification.
* Trained peers on ‘SAS’ and ‘Intro to Tableau’ throughout several sessions. Awarded “Trainer of Quarter” twice 4.2/5 rating.

**Sr. Business Analyst, Mu Sigma Business Solutions, Bangalore.** **Mar/2010 – May/2011**

* Modelled propensity to buy, wallet share and customer segmentation from *marketing* analytics standpoint.
* Provided supply chain predictive analytics for the US-based retail client for divisions including retail stores, *financial planning and analysis* and inventory planning, using **SAS & SQL**.
* Provided insights to an insurance client by tracking various metrics’ (total claims, claims by policy type/gender/location etc.) aiming to minimize the claims losses and improving insurance policy pricing trying to win more customers.

**COURSEWORK**



Big Data, Data Visualizations, Predictive Analytics, Econometrics.

**EDUCATION**



* **Master of Science** (Applied Economics) from **Boston College**, **US** in 2018 with **3.83** GPA (out of 4)**.**
* **Master’s in business administration** (Finance) from ICFAI Business School, India in 2009 with 6.91 GPA.
* **Bachelor’s in technology** (Computer Science) from IGIT, India in 2006 with 73.4%.