

PRIYARANJAN PATTNAYAK

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A data analytics professional aimed at helping businesses grow by drawing insights & creating compelling stories from data. Effectively showcased analytical, leadership and communication skills through various roles and industry projects.

EDUCATION

University of Washington, Seattle WA

Master of Science in Information Systems, Data and Analytics

Expected: 2018

(GPA: 3.89/4.00)

Biju Patnaik University of Technology - College of Engineering and Technology

Bachelor of Technology – Electrical Engineering

Jul 2013

(GPA: 3.95/4.00)

TECHNICAL SKILLS

- **Programming:** Python, R, Spark, SQL & C#
- **Data Visualization:** Tableau, Seaborn & Excel
- **Tools:** RStudio, Jupyter Notebook, Pycharm, git, Weka & Gretl.
- **Concepts:** Machine Learning, Applied Statistics, Web Analytics, Time Series Analysis & Association Rule Mining
- **Courses and Certification:** Machine Learning A-Z™ (Udemy), M102: MongoDB for DBAs (MongoDB Univ.), Python A-Z™: Python for Data Science (Udemy)
- **Microsoft Suite:** SSMS, SSIS, SSRS & Visual Studio
- **Database Skills:** SQL Server & MongoDB

RELEVANT PROJECTS

NAVAZON Consulting, Data Analyst (Web Analytics, SEO, Digital Marketing)

Feb 2018 – Ongoing

- Recommended SEO and strategies to improve vendor customer conversion rate from 2% to 5%, using clickstream data and digital marketing campaigns in Amazon Marketing Services(AMS).

Bank Customer Churn Modelling (Linear Classifiers, R & Excel) [Github Project](#)

Dec 2017 – Jan 2018

- Created a machine learning model to predict a bank's customer churn rate using logistic regression.
- Compared models using cumulative accuracy profile (CAP); eliminated correlation using variance inflation factor (VIF).

Predicting Domestic Auto Sales in US (Time Series Analysis & R) [RPubs Publication](#)

Nov 2017 - Dec 2017

- Implemented ARIMA on auto sales data from US Bureau of Economic Analysis, to predict 2018 sales.
- Concluded that auto-arima under-differenced the series and compensated for it by adding a MR component.

Blockchain based Voting System (Blockchain, Python & AWS) [Github Project](#)

Sep 2017 - Dec 2017

- Created two distinct blockchains in Python: One for voter registration and other for primary ballot.

Twitter Sentiment Analysis (NLP & R) [Github Project](#)

Aug 2017 - Dec 2017

- Scraped tweets on flagship smartphones and derived sentiment score using bag of words from Hu Liu lexicon.
- Visualized the data in R; used hierarchical clustering to find related words(Dendrogram).

Recommendation for Digital Collaboration at PATH, Seattle (Tableau) [Tableau Dashboard](#)

Jun 2017 - Aug 2017

- Mined survey data to find user demographics, preference, tool popularity and satisfaction.
- Visualized data(Tableau) and proposed tools that break information silo and bridge communication gap.

PROFESSIONAL EXPERIENCE

Tata Consultancy Services(TCS), Bangalore, India

Database & Reporting Lead

Information Management (Client – American Express)

Dec 2014 – Jun 2017

- Led SQL Server maintenance automation and saved the database operation team a combined 450+ hours/month.
- Awarded with TATA Champion Badge for creating a body of knowledge for MongoDB; helped the Centre of Excellence (CoE) in setting up RA (Reference Architecture) for MongoDB.
- Deployed a reporting dashboard to monitor real-time database and node level statistics using Ops-Manager.

Reference Architecture & Engg. (Client – American Express)

Sep 2013 – Jun 2017

- Implemented a time series forecasting model, using R, for database capacity planning and SAN addition.
- Analysed the load on each server node, deployed automated SSRS reports that ended up reducing instance overloading.
- Spearheaded re-engineering initiative to minimize SAN and resource utilization in SQL Server databases and data warehouses, which ended up saving 85000\$ for IM in 2015.
- Automated SQL Server database turnover workflow using SSIS & SSRS, saving 600+ hours of effort every year.

LEADERSHIP & AWARDS

- Star Performer of the Year- Awarded by TCS for leading value-added initiatives.
- Manager at CoMotion, University of Washington - Led two start-up team's effort towards product commercialization.