Krish Lakshmi Narayanan

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Summary of Qualifications

- Mastered advanced Data Science packages and tools including **Pandas**, **NumPy**, **Scikit-learn**, **DBT**, **Matplotlib**, and **Jupyter**, enabling robust data analysis and modelling
- Developed strong programming proficiency through internships and coursework in **Python**, **R**, **SQL**, **GIT**, **C**, **JAVA**, and **JavaScript**
- Innovated machine learning solutions utilizing regression models (**Linear**, **Logistic**), tree-based models (**LightGBM**, **XGBoost**, **Random Forest**), **k-means clustering**, and neural network frameworks (**PyTorch**, **TensorFlow**)
- Created impactful data visualizations using **Power BI** and **Looker**; analyzed large datasets with **Google Analytics**, **BigQuery**, and **ThoughtSpot** to extract actionable business insights
- Engineered quantitative and computational financial models, including **Monte Carlo simulations**, **computational SDE solutions**, and **Black-Scholes pricing**
- Leveraged cloud computing platforms (**AWS S3**, **Athena**, **Azure**) and big data processing tools (**Apache Spark**, **Snowflake**, **Airflow**, **FiveTran**) to streamline data workflows
- Facilitated **agile project management** and **cross-functional collaboration**, consistently aligning technical solutions with business objectives

Experience

Data Intern, Data Analytics and Engineering – 1Password – Toronto, Canada – (May 2024- August 2024)
- Migrated Google Analytics data from UA to GA4, building automated pipelines for over 2 billion rows using **Google API Client**, **S3**, **DBT**, **Python**, and **Amazon Athena**, achieving 100% data integrity through rigorous validation
- Developed predictive models with **LightGBM** and **Logistic Regression** to analyze customer interactions with top-of-funnel CTAs, informing A/B testing strategies that resulted in a 5% increase in website interaction rates
- Created a **Minimum Detectable Effect** Calculator for A/B/C+ experiments and designed and analyzed over 10 A/B experiments in the B2B space, contributing to a 5%+ lift in website clicks
- Deployed 20+ **LookML** changes and created key visualizations for the Marketing Analytics Web Dashboard on **Looker**, supporting data-driven decisions for the marketing team

Product Manager – Scotiabank – Toronto, Canada – (September 2023- December 2023)
- Served as Product Owner for 4 retail banking checking account products, designing competitive offers, resolving 100+ client grievances, and ensuring the smooth operation of accounts for over 100,000 customers
- Conducted global analysis on top trends impacting the D2D business through a competitive scan, identifying 3 key strategic opportunities
- Facilitated the launch of 3 strategic initiatives by organizing 15+ cross-functional meetings, conducting market research, and coordinating project timelines and requirements, accelerating delivery by 2 weeks

Data Analyst – Super.com – Toronto, Canada - (January 2023 – April 2023)
- Performed pricing experiments on SuperTravel and ReservationStays products using **A/B testing** in **Python**, optimizing pricing strategies and increasing net revenue in key segments by over 5%
- Identified 4 key customer segments that drove net revenue growth through in-depth investigation using **Python**, **SQL**, and **Excel**, and communicated findings to 10+ stakeholders
- Delivered 15+ crucial datasets and data visualizations through **SQL**, **Python**, **Airflow DAGs**, **Fivetran connectors** and **Looker**, enabling pivotal decision-making for business and product teams

Small Business Data Analyst – Scotiabank – Toronto, Canada - (January 2022 – August 2022)
- Engineered a linear programming Excel model that assessed training certification and performance for over 600 small business advisors, supporting salary and promotion decisions for all Canadian regional teams
- Executed 25+ strategic ad-hoc analyses and weekly data refreshes using **R** and **SQL**, and produced 8 bespoke **Power BI** dashboards to support the Small Business Analytics team
- Advised the Business Transformation team to increase user engagement with SBP360, creating 10 targeted Workplace posts, producing 3 training videos for advisors, and designing an internal website with 20+ comprehensive resources, resulting in a 15% increase in advisor platform usage

Data Scientist – Max Bupa Health Insurance – Gurugram, India – (February 2021- August 2021)
- Built a logistic regression model in R and Excel to determine the probability of customer lapse at onboarding, analyzing over 100,000+ customers
- Conducted a cost-benefit analysis on 1,500 claims to identify non-genuine claims and assess impact on customer retention, informing differentiated marketing and retention strategies that contributed to a 7% increase in retention rate

Education

Honors Bachelor of Mathematics Co-op – University of Waterloo
- Double major in **Computational Mathematics** and **Statistics** and Minor in **Economics**
- Attained **Dean's Honors** in Statistics and Computational Mathematics; awarded **Term Honors distinction** in 8 study terms
- Recipient of **Academic Scholarship of Distinction**
- Relevant coursework include – **Neural Networks**, **Financial Modeling**, **Stochastic Processes**, **Advanced Regression**, **Classification**, and **Data Structures and Algorithms**