Kushal Satyanarayana

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Developed **customer behavior models** at Toyota. Hold a master's degree in Business Analytics (majoring Data Science). Turn raw data into fortune-telling and ready to share the power of data with others.

EDUCATION

University of Texas at Dallas | Master of Science (Data Science)
- Courses- Statistics, Data Warehousing, A/B Testing.

IIIT Bhubaneshwar | Bachelor of Science (Computer Science)
- Courses- Relational Databases, Python, Data Engineering.

Skills

- Languages: - Python, R, SQL, SAS.
- Databases: - MSSQL, PostgreSQL, MongoDB, SSIS.
- Tools: - Tableau, A/B Testing, Machine Learning, Snowflake
- ML Skills: - Forecasting, Regression, Clustering
- Certifications: - **Microsoft Azure Data Scientist (DP-100), AWS Cloud Practitioner (CLF-C02)**

EXPERIENCE

Toyota North America (Dallas, TX)   Jun 2023 – Apr 2024
Data Science Analyst (Auto Finance Team)
- **Increased active customers by ~1.5% i.e. added ~2k new customers** by introducing referral programs for high-paying loyal customers utilizing Recency, Frequency, Monetary (RFM) based scoring to convert prospects into customers.
- Extracted data from AWS Redshift using boto3-toolkit and utilized pandas, CTEs for data pre-processing, modelling.
- **Retained ~2.5k lapsing customers** by identifying high-risk customers based on their Lifetime Value (LTV) scores calculated using BG/NBD model in Python and introducing subscription offers and targeted emails.
- Analyzed demographics, insurance policies for customers swinging across different cohort groups every month by developing 5+ tableau dashboards (Sankey charts) and induced retention strategies.

LexisNexis Risk Solutions (Alpharetta, GA)   May 2022 - Aug 2022
Data Analyst Intern (Marketing Team)
- **Monitored product lined databases** in AWS Redshift for market mix and evaluated best ads model features statistically and commercially for 6 marketing channels.
- **Analyzed sales** by calculating the optimal spend required for each channel utilizing backward elimination for market mix using multiple regression in python with multiple iterations.
- **Created 5+dashboards** in Tableau post data exploration of the ad-spendings and presented to senior analysts.

Tech Mahindra (Mumbai, IN)   Dec 2018 - July 2021
Data Analyst
- Collected, cleaned and normalized database using SQL Server Management Studio. Partially de-normalized it to create a primary data warehouse. Then created data cubes using Visual studio 2022.
- **Increased Average Order Value (AOV) of insurance products by 2%** through collaborative filtering for product recommendations and product cross-selling.
- Tracked important insurance metrics by **creating interactive dashboards in Tableau**. Provided real-time insights into project statuses and reduced ~2.5% of the time spent on tracking project status and decision making.

Academic Experience

Project- **Customer Segmentation Model**
- Executed merging of complex data tables, cleaning, variable creation, customer segmentation using K-Means in Python, churn prediction model to generate high-risk customers' list, irritant analysis using cox regression model.'
- **Visualized 5+ customer clusters and their future sales up to 6 months** by integrating transaction data and using ensemble models for better accuracy.

Project- **Detection of Loan Defaults**
- **Predicted customer loan default probability using Logistic regression on (SBA Loans Dataset), selected the best 14 features; caught 15% frauds** using pandas, numpy and SQL-alchemy.
- **Calculated 20+** aggregated analytical summaries about customer's loan default behavior which were documented for further analysis.