**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 - Jul 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 behaviorwhich were documented for further analysis.