LAXMAN MUSTI

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Education

Pace University   **Sep 2022 – May 2024**
Master of Science in Data Science   *New York, NY*

JNTUH College of Engineering Sultanpur   **Aug 2016 – Sep 2020**
Bachelor of Technology in Civil Engineering   *Sangareddy, India*

Experience

Datics Inc.   **Jul 2024 – Present**
Data Analyst   *Jersey City, NJ*

- Built end-to-end data pipelines using Airflow, dbt, and SQL to automate reporting workflows, reducing manual effort by 50%.
- Designed interactive dashboards in Tableau and Power BI to track KPIs, retention, and performance trends across product and marketing teams.
- Conducted statistical analyses and predictive modeling in Python to optimize campaign strategies, improving ROI by 18%.
- Collaborated with engineers to integrate automated validation scripts for data quality, reducing anomalies by 30%.
- Created clear, reproducible documentation and conducted data-driven presentations for executives and cross-functional stakeholders.

Tata Consultancy Services (TCS)   **Oct 2020 – Jul 2022**
System Engineer - Analytics   *Hyderabad, India*

- Developed SQL queries and ETL workflows to cleanse and integrate high-volume healthcare and financial datasets.
- Automated compliance and audit reports using Python, improving accuracy and reducing reporting time by 40%.
- Created Tableau dashboards for trend analysis, enabling data-driven decisions for compliance and operational leadership.
- Performed anomaly detection and root cause analysis, identifying and resolving data pipeline inefficiencies.
- Partnered with data engineering teams to migrate manual workflows into automated solutions, increasing scalability and reliability.

Projects

Boosting Customer Retention: SQL-Driven Insights for E-Commerce | *SQL, Python, Matplotlib*   **May 2025**

- Built a dynamic experimentation pipeline using cohort analysis to identify retention-driving trends.
- Simulated a 10% uplift in customer lifetime value, enabling data-driven optimizations for targeted campaigns.
- Delivered clear Tableau dashboards to communicate LTV and churn insights to product and marketing stakeholders.

Bank Marketing A/B Testing & Funnel Analysis | *Python, Seaborn, Tableau*   **June 2025**

- Designed and executed structured A/B experiments for a banking marketing campaign.
- Quantitatively analyzed engagement lift, statistical significance, and performance segmentation.
- Created interactive Tableau dashboards to visualize variant impacts and inform data-led feature prioritization.

Urban Scene Semantic Segmentation | *Python, PyTorch, SegNet*   **April 2024**

- Built a pixel-level segmentation model using SegNet for urban imagery (Mapillary dataset), accurately classifying roads, buildings, vehicles, and pedestrians.
- Achieved 79% mIoU and visualized results via interactive dashboards.
- Enhanced feature detection performance by optimizing training pipeline and augmentations through PyTorch.

Technical Skills

Data Analysis & BI: SQL, Python, R, Tableau, Power BI, KPI Dashboards, Data Storytelling
Automation & Engineering: dbt, Airflow, SSIS, Workflow Automation, ETL Development, Version-Controlled Analytics
Statistical Modeling: Hypothesis Testing, A/B Testing, Regression, Classification, Anomaly Detection, Sampling
Machine Learning: Predictive Modeling, Clustering, Feature Engineering (Python, scikit-learn)
Data Management: Data Cleaning, Preprocessing, Data Validation, Large-Scale Data Wrangling
Tools & Platforms: Git, Excel (Advanced Macros), Redshift, Snowflake, GCP, AWS (S3, Athena)
Collaboration: Stakeholder Engagement, Requirement Gathering, Business Process Optimization, Technical Documentation
Certifications: Google Data Analytics Professional Certificate, IBM Applied Data Science