

Mo Arjunan

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Summary

Motivated Data Scientist with 3 years of experience in analyzing and maintaining large datasets, and deriving multi-stage insights for various industries including retail, travel, financial, and subscription-based companies. Strong problem-solving skills and the ability to adapt quickly to new challenges. Results-oriented mindset focused on delivering actionable insights that drive business growth and efficiency.

Skills

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| • SQL (MySQL, Postgres, NoSQL, Snowflake) | • Time Series Forecasting | • Javascript (NodeJS, ReactJS, jQuery) |
| • Python (NumPy, Pandas, Scikit-learn, Keras, Flask) | • Productionizing Models | • HTML/CSS |
| • R, SAS | • Customer Segmentation | • AWS |
| • Sigma, Power BI, Tableau | • Regression analysis | • Git |
| • Data Visualization | • ETL (Extract Transform Load) | • Agile Methodology |
| | • Database Management | |

Experience

Kobie Marketing | FL, Saint Petersburg

Data Scientist | 09/2020 - 04/2023

- Built and implemented a K-means cluster for AMC theatres to profile and allocate customers based on past spend, frequency and basket size post pandemic. Used the clusters to recommend targeted campaigns for AMC which resulted in a **7%** sales lift across groups on average.
- Standardized a stratified test/control selection for WAWA and built a propensity score matcher to reduce observational bias in all randomized controlled trials. Almost **70%** of previous trials showed better results and lift after applying the model.
- Optimized and automated weekly and monthly reports and dashboards for multiple clients like Best Buy, AMC and Subway for points liability, expirations, enrollments, cardholders, etc. through the company's client databases on SQL. Decreased manual run time by **83%**.
- Built a churn model and survival forest to identify the most important features related to churn and assign a churn score for each account. Top **50%** of churn scores were then targeted with relevant monthly retention programs. Decreased customer attrition by **14%** in Wawa and **9%** in Ascena brands.
- Develop and implement customer lifetime value models to assess the long-term profitability of customers and guide strategic decision-making.
- Utilized advanced querying, visualization and analytics tools to effectively communicate insights and recommendations to internal and external stakeholders, aiding in decision-making and driving business growth.

Carnegie Mellon University | PA, Pittsburgh

Research Assistant | 09/2019 - 03/2020

- Cooperated with the statistics department in University of Pittsburgh to gather behavioral data from college freshman for observational and sample studies.
- Organized, preprocessed and analyzed experimental data in SAS and R, decreasing errors and reducing data processing time

Carnegie Mellon University | PA, Pittsburgh

Data Analyst | 01/2019 - 05/2019

- Requested by Southern Methodist University to conduct an in depth analysis of Rate My Professor in a student led project.
- Web scraped Rate My Professor for multiple universities and used NLTK and SVM to model quantitative and qualitative reviews to identify gender bias between ratings.

Education

Columbia University

Fu School of Engineering, Full Stack Engineering Program

May 2023- Present

Carnegie Mellon University | Pittsburgh, PA

B.S. in Statistics, Machine Learning and Decision Sciences | 05/2020

3.5/4.0