

Praneeth Kruthiventi

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PROFESSIONAL SUMMARY

- With over 3 years of experience as a Data Scientist and Business Data Analyst, I bring energy and enthusiasm to complex problem-solving. Skilled in designing and maintaining interactive Tableau dashboards to view actionable insights. I also have experience working in an Agile work environment.
- During my time at the University of Michigan-Dearborn I worked on the following projects: Analyzed marketing methods for a business to reduce Customer Acquisition Costs and improve ROI on marketing campaigns; Optimized last-mile delivery decisions to enhance efficiency and reduce costs; Predicted houses with lead service pipelines in Flint, Michigan, ensuring better resource allocation for maintenance; Utilized advanced forecasting algorithms for weather predictions, aiding in strategic planning and disaster preparedness.
- Currently working with One Community, developing a marketing strategy using Google Ads and Google Analytics

TECHNICAL SKILLS

Data Analytics Tools: Tableau, Power BI, Excel, Jira, Google Ads, Google Analytics, A/B testing, SPSS, JMP Pro.
Programming Languages: Python, SQL, R, C, C++, Spark, AWS (S3, Lambda, Glue, DynamoDB, CloudWatch).

EXPERIENCE

- Research Data Analyst** Jan 2023 – May 2024
Office of Community-Engaged Learning *UM-Dearborn, MI*
- Spearheaded the establishment of robust data pipelines, overseeing data collection. Demonstrated proficiency in Python and SQL for comprehensive data analysis and Tableau and Excel for data visualization.
 - Created technical reports for the Provost's office, analyzed data to establish KPIs, and developed interactive Tableau dashboards to support informed decision-making and show enrollment trends over the years.
- Data Analyst Capstone Intern** Jan 2023 – April 2023
Information and Technology Services, University of Michigan *Ann Arbor, MI*
- Developed Python scripts to automate the monitoring and management of user affiliations within APIs, implementing email alerts to notify of affiliation changes. Utilized SQL queries on large datasets from Splunk logs to track and document API modifications, extracting valuable insights from the data. [Github Code Link](#)
- Data Scientist** May 2020 - August 2021
Freelance *Hyderabad, India.*
- Performed clustering analysis using Python to segment customers based on purchasing behavior, demographics, and engagement metrics. This enabled targeted marketing strategies and personalized sales approaches for each customer segment. Collaborated with cross-functional teams to iteratively refine the segmentation models.
- Software Development Engineer (Market Research)** July 2017 - Sept 2019
Amazon Development Centre *Bangalore, India.*
- Developed an end-to-end website leveraging AWS tools such as Amazon S3, AWS Glue, AWS Lambda, Amazon DynamoDB, and Amazon CloudWatch to support continuous integration and deployment, enabling developers to whitelist metrics and track A/B testing progress effectively.
 - Conducted comprehensive market research to identify key areas for improvement on the Amazon webpage, analyzing customer feedback, competitor strategies, and emerging trends to enhance whitespace utilization, minimize latency, and elevate overall user experience.
 - Managed the end-to-end development process, from initial research and A/B testing to the deployment of redesigned features, ensuring seamless integration and ongoing performance tracking using the website developed during the internship to validate the impact of changes.

EDUCATION

- University of Michigan** Dearborn, MI
MS - Business Analytics. (Marketing, Supply Chain, and Finance.) Aug. 2022 – May 2024
- Vellore Institute of Technology** Vellore, TN, India
MS in Computer Science with specialization in AI and ML. Aug. 2021 – May 2022
- BITS Pilani, Hyderabad Campus** Hyderabad, TS, India
BE in Computer Science with a Minor in Finance. Aug. 2014 – May 2018