

Praneeth Kruthiventi

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PROFESSIONAL SUMMARY

- Results-oriented **Data/Business Analyst** with 4 years of experience and a demonstrated history of evaluating marketing campaigns, product launches, optimizing operations, and providing actionable insights through analytics and machine learning techniques. Adept at driving business growth while fostering effective communication.
- Experience leading end-to-end projects with complete ownership, utilizing **Agile Methodologies** to ensure iterative progress and adaptability. Crafted precise technical reports to project managers to communicate progress, results, and strategic recommendations. Designed, developed, and maintained interactive **Tableau dashboards**.
- With a background in **Computer Science and Statistics**, mastered performing data analytics using **Python, SQL, and Excel**. Worked on optimizing business delivery routes to enhance efficiency and reduce costs. Predicted service pipelines in Flint, Michigan, ensuring better resource allocation and maintenance planning. Utilized forecasting algorithms to map weather predictions, aiding in strategic planning and disaster preparedness.

TECHNICAL SKILLS

Data Analytics Tools: Tableau, Power BI, Excel, Jira, Snowflake, Microsoft Office, A/B testing, AWS, JMP Pro.
Programming Languages: Python, SQL, R, C, C++, Spark, Django, Bootstrap, DynamoDB, @RISK for simulation.
Key Competencies: Quantitative Data Analysis, ETL, Data Modeling, Time Series Forecasting, and Statistics.

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 and enhancing database systems. Institutionalized a community-engaged CRM system, amplifying our outreach and engagement strategies.
- Demonstrated proficiency in **Python & SQL** for comprehensive data analysis and **Tableau** for data visualization, revealing nuanced patterns crucial for advancing community-engaged research initiatives across faculty projects.
- Played a pivotal role in categorizing university activities through meticulous analysis categorizing raw data to establish key performance indicators (KPIs).

Data Analyst Capstone Intern.

Jan 2023 – April 2023

Information and Technology Services, University of Michigan

Ann Arbor, MI

- Employed data analysis techniques to identify back-end operations that can be automated to optimize the API development. My work led to a **decrease in 25% of the total back-end operations**.
- Leveraged **SQL** queries on SPLUNK logs to effectively track and document API modifications providing valuable insights into system changes. Orchestrated data-driven decision-making by developing and executing **Python** scripts to analyze user affiliations with APIs, facilitating efficient management of API access privileges.

Software Development Engineer

July 2017 - Sept 2019

Amazon Development Centre

Bangalore, India.

- Built an end-to-end internal Amazon webpage for the team using Django, Bootstrap, and AWS tools. This tool helps developers track required metrics for their product launches and **conduct A/B testing effectively**.
- Conducted thorough market research to identify areas of improvement on the Amazon webpage. Implemented **A/B testing methodologies** to meticulously evaluate the performance of design decisions, ensuring that all changes aligned with the identified market needs and user preferences across devices.
- Demonstrated **end-to-end ownership by overseeing the entire lifecycle of the optimization process**, from initial market research and A/B testing to the final launch of redesigned features on the Amazon detail page. This approach ensured a seamless integration of improvements while maintaining a focus on achieving the defined goals.

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