Praneeth Kruthiventi

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PROFESSIONAL SUMMARY

- With over 4 years of industry experience as a Data Scientist and Business Data Analyst, **excels in numerical interpretation and complex problem-solving.** Possesses a solid background in Computer Science, Statistics, Machine Learning Algorithms, Data Analysis, Data Visualization, Applied Forecasting, and Data Mining.
- Experience leading end-to-end projects with complete ownership, utilizing **Agile Methodologies** to ensure iterative progress and adaptability. Designed, developed, and maintained interactive **Tableau dashboards.**
- Mastered using statistics and algorithms to solve business problems with Python and SQL. 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.

TECHNICAL SKILLS

Data Analytics Tools: Tableau, Power BI, Excel, Jira, Snowflake, Microsoft Office, A/B testing, SPSS, JMP Pro.
Programming Languages: Python, SQL, R, C, C++, Spark, AWS (S3, Lambda, Glue, DynamoDB, CloudWatch).
Key Competencies: Machine Learning Algorithms, ETL data pipeline, Data Mining, 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
Hyderabd, TS, India
BE in Computer Science with a Minor in Finance.
Aug. 2014 – May 2018