

Pranav Srinivas Nagavelli

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EDUCATION

- **University of Minnesota, Carlson School of Management** Minneapolis, MN
Candidate for Master of Science in Business Analytics June 2018 - Present

Most Relevant Coursework: *Data Management, Databases, & Data Warehousing * Big Data Analytics * Programming for Data Science * Introduction to Statistics for Data Scientists * Predictive Analytics * Causal Inference * Bayesian Inference & Optimization * Time Series Forecasting * Recommender Systems * Project Management * Building & Managing Teams*
- **Birla Institute of Technology and Science** Pilani, India
Bachelor of Engineering in Civil Aug 2009 - May 2013

SKILLS

- **Programming:** 3.5+ years of experience: Python (pandas, numpy, scikit-learn, keras), R (dplyr), SQL
- **Visualization:** 3+ years of experience: R (ggplot), Tableau, Python (matplotlib, seaborn), Google Data Studio, Excel
- **Others:** AWS, Hadoop (HIVE, MapReduce, PIG), Spark, Google Analytics, CPLEX, Git

EXPERIENCE

- Senior Data Analyst | **SARAS ANALYTICS** | Hyderabad, India Jan 2018 - May 2018
Client: Capillary Technologies, Singapore
 - Led a team of 4 to drive client engagement for 20+ retail clients to report customer engagement on daily basis
 - Built a multi-class classification model in Python to predict the type of new customer; reported the key factors leading to a customer churn for marketing team to improve their promotional strategy
 - Analyzed sales funnel on Google Analytics to boost conversion rates for e-commerce companies through product development and A/B testing
- Associate Analytics Consultant | **INCENTIUS** | Pune, India July 2014 - Oct 2016
 - Developed APIs to score predictive models using FLASK framework leveraging Python; achieved increased adoption of predictive analysis and easier deployment of models across teams
 - Implemented sales quota models by partnering with the leadership, to improve goal achievement of sales representatives across territories; optimized sales budget resulting in savings of \$240K for a year
 - Conducted cost-benefit analysis to identify effective campaigns; created automated dashboards to present business insights using Excel and Tableau
- Business Analyst | **LATENTVIEW ANALYTICS** | Chennai, India Aug 2013 - June 2014
Client: PayPal, USA
 - Identified characteristics of risky buyer profiles for e-commerce marketplace using K-means clustering to improve KYC measures
 - Reported the top affected sellers by chargebacks in EMEA market and worked with management to retain sellers
 - Automated and optimized query execution in SQL Server, and reduced reporting turnover time by 30%
- Analytics Consultant | **CARLSON ANALYTICS LAB** | Minneapolis, MN Aug 2018 - May 2019
Live projects worked on during master's study at University of Minnesota
 - **Client: Global Leader in Hygiene:** Technical lead to implement predictive capabilities across different business segments to improve service engagement at restaurant locations
 - * Predicted pest attack for next month at 70K restaurant locations with 400% better recall using Random Forest in Python; Analyzed top factors causing pest infestation to take corrective measures from service front
 - **Client: Leading Entertainment and Hospitality company:** Forecasted the hotel occupancy demand for the next 12 months using XGBoost in Python to devise better allocation strategy for the hotel sales team
 - **Client: Mall of America, MN:** Recommended up-sell and cross-sell opportunities for merchandise stores by executing association rules in R to improve profitability

ACADEMIC DATA SCIENCE PROJECTS

- **Recommenders:** Developed pipeline to create collaborative-based recommender on movies lens data using AWS
- **Causal Inference:** Studied impact of working overtime on employee attrition through Propensity Score Matching