Pranav Srinivas Nagavelli

1800 S Washington Ave, Minneapolis, MN - 55454 | LinkedIn | Github

Email : nagav002@umn.edu

Mobile : +1-612-412-8884

EDUCATION

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

- **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, tensorflow, 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

MOST RELEVANT COURSEWORK

- ∗ Data Management, Databases, & Data Warehousing ∗ Big Data Analytics ∗ Programming for Data Science
- ∗ Introduction to Statistics for Data Scientists ∗ Predictive Analytics ∗ Data-Driven Experimentation
- ∗ Modeling & Heuristics ∗ Advanced Issues in Business Analytics ∗ Analytics for competitive advantage

EXPERIENCE

- Senior Data Analyst | **SARAS ANALYTICS** | Hyderabad, India — *Jan 2018 - May 2018*
  Client: Capillary Technologies, Singapore
  - Developed framework to track customer engagement in Google Data Studio and implemented for 20+ retail clients
  - Analyzed sales funnel on Google Analytics to boost conversion rates for early stage e-commerce companies through product development and A/B testing

- Associate 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 track goal achievement of sales representatives and 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 on 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*
  - **Client - Global Leader in Hygiene**: Implemented predictive capabilities in association with Sr. director of analytics, to identify top 3 factors leading to an infestation; predicted risk of infestation for 70K restaurants using ensemble techniques in Python with 4x better accuracy
  - **Client - Leading Entertainment and Hospitality company**: Forecasted the hotel occupancy demand using ensemble techniques in Python to devise better allocation strategy for the hotel sales team
  - **Mall of America, MN**: Recommended up-sell and cross-sell opportunities for merchandise stores by conducting association rules on transaction data in R to improve profitability

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