Praneeth Kandula

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- Three years of experience analyzing large scale historical data to **identify trends and patterns, drive decision making and solve critical business challenges.**
- Thorough understanding of the **Data Science pipeline** from data cleaning, transforming, modelling and visualization using R and Python. **Hands-on Experience building Predictive models using Statistical and Machine Learning Techniques** including Clustering, Classification, Regression, Bayesian Networks, PCA, SVM, Neural Networks, etc.

EDUCATION

UNIVERSITY OF SOUTH FLORIDA, Tampa, FL DEC 2018
Business Analytics and Information Systems **GPA – 3.9**
Relevant Coursework: Data Mining, Data Science Programming, Statistical Data Mining

NATIONAL INSTITUTE OF TECHNOLOGY, Calicut, India MAY 2014
Bachelor of Computer Science Engineering GPA - 3.8

RELEVANT SKILLS

- **Languages: Python** (numpy, pandas, **scikit-learn, Keras**, **TensorFlow**), **R** (R Studio/Shiny, ggplot,plotly), C++
- **Database: SQL**, **Teradata**, Oracle 11g, NoSQL (MongoDB)
- **Big Data: PySpark, Hive**
- **Cloud: GCP – BigQuery, DataPrep, DataStudio, AWS - EC2, RDS, S3)**
- **Business Intelligence: Tableau**, **Splunk**, Microsoft PowerBI, MS Excel Reporting
- **Data Mining tools:** SAS Enterprise Miner, Weka, Rapidminer.

PROFESSIONAL EXPERIENCE

Best Buy, Richfield, Minnesota

Analyst, Fraud Risk **APR 2019 – PRESENT**

- **Perform Data Analysis on large scale user and transactional data** to **identify patterns**, trends, and key insights that help inform fraud policies and processes and contribute to BestBuy's anti-fraud risk engine; Analyze and evaluate the effectiveness of existing fraud detection rules and models and optimize the same.
- Proactively identify fraud detection issues and provide **analytical/modeling solutions**. Build and iterate prototype **machine learning models** leveraging a wide range of quantitative/analytical signals and data points to drive business value; interpret and present modeling and analytical results to key stakeholders.
- Partner with Engineering, Product and Operations teams to **conceive**, **design & monitor fraud risk strategies** in order to mitigate enterprise fraud risk.
- Develop **Business Intelligence dashboards** to keep track of business KPIs, create and maintain enterprise reporting, integrate various business components from multiple data sources.

Bank of America, Tampa, Florida

Data Analyst Intern **AUG 2018 – Dec 2018**

- Utilized **statistical data analysis** techniques; **Hypothesis testing** to document and develop data analysis methodologies and formulate quantitative signals, **Predictive modeling to build models** leveraging **Regression, Decision Trees and Random Forest Techniques using R and Python.**
- **Developed R scripts to Obtain, Aggregate and Clean large-scale** social media **data** from different formats and sources, converted raw unstructured data to generate high-quality data sets.
- Performed **Exploratory Data Analysis (EDA)** to understand trends around social media events and **identified variables** and factors that have the most impact on volumes.
- Successfully **developed innovative metrics and KPIs to formulate strategies and recommendations which** helped the company make **more informed decisions.**
- Constantly **communicated** with the Enterprise Media Monitoring team to understand business requirements and **present findings and complex technical data analysis ideas.**

Amazon.com, Hyderabad, India

Fraud Risk Analyst **SEP 2014 – MARCH 2016**

- **Analyzed large scale historical and transactional Customer data to predict fraudulent customer behavior** on Amazon marketplace to mitigate losses ranging up to $25,000 per transaction.
- Collaborated with statisticians and Data Scientists to **build predictive/statistical models**, **perform ad-hoc data analysis including cluster analysis to identify trends and opportunities to drive business decisions.**
- Developed **innovative executive dashboards**, scorecards, and **BI reports** using **Tableau and Alteryx** to monitor/improve departmental strategies and objectives, which also saved a lot of Excel based data processing and enabled effective data Visualization.
- Designed and executed multiple **KAIZEN Projects** allocated to only the top performers in their respective teams one of which directly lead to increase in **savings of up to 30% annually**.
- Acted as a **Subject Matter expert** on Fraud Strategies, **mentored & cross trained new hire teams.**

Fraud Risk Analyst Intern

- **Developed expertise** in buying patterns, customer behavior, payments, and **identifying fraudulent activity in a card not present environment.**
- Gained expertise querying large scale databases **using complex SQL scripts for joining data from multiple relational databases and performing data analysis.**
- **Analyzed fraudulent chargeback data** to create reports, rules for fraud system to ensure that chargebacks and dispute rates are maintained in-line with company goals.

DATA SCIENCE PROJECTS

Emotion Detection Using Deep Learning

(https://github.com/praneethkvs/Emotion_Detection_MachineLearning) **Technologies Used: Python**

- Detecting and **Classifying** emotions from Multi-modal data that includes Speech and Video samples.
- Used Librosa package in python to load and pre-process sound and image data, perform feature engineering.
- Explored **different Deep Learning Convolutional Neural Network** models using **ML libraries Keras and TensorFlow.**
- Built a final model using a modified VGG-16 network Architecture had an accuracy of 65% in predicting 8 different emotions.

Classifying Activities of Daily Living using Machine Learning Techniques

(github.com/praneethkvs/Classifying-Activities-of-Daily-Living-using-Machine-Learning) **Technologies Used: R, Tableau**

- Aggregated, Cleaned and transformed **unstructured IOT** sensor data into readable data frame format.
- **Engineered Features** that capture macro behavior for each of the primitives through exploratory data analysis.
- Trained **Bayesian Classifiers** and achieved a classification accuracy of 91% which was further enhanced to 95% by applying statistical techniques such as **Principal Component Analysis.**

Breast Cancer Detection from Clinical Images **Technologies Used: Python**

- Identify the presence of invasive ductal carcinoma by analyzing H&E-stained breast histopathology images.
- Pre-process and load image data. **Use under sampling and oversampling techniques** to deal with imbalanced class sizes.
- Explored different **Deep Learning** approaches to **image classification** including **Convolutional Networks and Residual Nets**.
- Built a final model which was able to identify 85% of the images correctly, explored data augmentation techniques.

Zillow's House Value Prediction **Technologies Used: Python, Tableau**

- Analyzed the Zillow housing dataset from Kaggle, which contains real estate data describing every aspect of residential houses from three counties in and around Los Angeles, CA.
- Performed **extensive exploratory data analysis** (Univariate, Geospatial and multicollinearity **analysis NumPy, Pandas and Seaborn** packages in Python) and understood the important features that affects the house prices.
- Implemented various feature selection techniques like **eXtreme Gradient Boosting**, **Principal Component** Analysis and built predictive models using Machine Learning Techniques.

Predicting Credit Risk for Loan Applicants **Technologies Used: Python, R**

- Developed Credit Scoring Rules by analyzing German Credit Data to evaluate risk using **Ensemble learning Random Forest models** built on top of Decision Tree algorithms **CART, C4.5 and J48 and Logistic Regression models**.
- Analyzed and Improved performance by hyper tuning decision tree parameters based on **Information Gain and Gini Index** and comparing different pruning strategies.

PORTFOLIO

Tableau Portfolio : https://public.tableau.com/profile/praneethk
GitHub Profile : https://github.com/praneethkvs
LinkedIn Profile : www.linkedin.com/in/praneethkandula