

PRANEETH VYKUNTAM

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WORK EXPERIENCE

MIDDLEHOUSE DEVELOPMENTS

Data Analyst

Canada

Sep 2024 – Aug 2025

- Analyzed property, transit, and income datasets across 15 Toronto neighborhoods using SQL and Excel, identifying up to 42% gaps between current and median housing prices.
- Developed an affordability index linking household income to property prices, enabling demographic segmentation and more targeted investment strategies.
- Performed regression and correlation analysis on transit accessibility vs. property prices, uncovering a 22.6% price premium for homes within 0.5 km of subway stations.
- Built interactive Tableau dashboards with geospatial mapping, price-per-square-foot analysis, and property-type filters, improving stakeholder decision-making efficiency.
- Synthesized findings into a 40-page research report with strategic recommendations, directly informing development planning and neighborhood investment priorities.

PROJECTS

RETAIL SALES FORECASTING | Github

Sep 2025

- Designed forecasting framework to accurately predict next-4-weeks SKU–store sales, directly supporting smarter inventory planning and promotional pricing decisions.
- Processed 500+ SKUs with lagged demand, rolling averages, discounts, and holiday features, ensuring robust and leakage-free time-series splits.
- Benchmarked naïve, moving average, Random Forest, and LightGBM models, reducing forecast error by ~20% and identifying highly elastic vs. inelastic SKUs for dynamic pricing strategies.

CLIMATE RISK & BUSINESS ANALYSER | Github

Aug 2025

- Framed climate disruptions (floods, wildfires, hurricanes) as a predictive vulnerability assessment, analyzing 20+ industries across 100+ global regions.
- Unified 3 datasets — NASA climate API, EM-DAT disaster records (25k+ events), and industry metrics — while resolving issues in data quality, alignment, and scale.
- Applied Random Forest models and weighted scoring to estimate potential financial losses, surfacing geospatial “risk hotspots” via an interactive Dash dashboard for risk teams.

CUSTOMER SENTIMENT ANALYSIS | Github

Aug 2025

- Converted brand reputation monitoring into a multi-class sentiment classification problem, enabling proactive detection of harmful or negative customer reviews.
- Preprocessed 10k+ reviews with tokenization, normalization, TF–IDF features, and linguistic signals, feeding into a reproducible scikit-learn pipeline.
- Benchmarked Logistic Regression, Naive Bayes, Random Forest, and SVM, improving baseline accuracy by ~12% and producing insights to strengthen customer experience strategy.

EDUCATION

TRENT UNIVERSITY

Master of Management | GPA: 3.9/4.0

Canada

Aug 2023 – Dec 2024

Relevant Coursework: Business Analytics, Data-Driven Decision Making, Financial Management, Strategic Management, Project Management, Operations Management, Marketing Analytics, Organizational Behavior, Managerial Economics, Leadership & Change Management

KEY SKILLS

Technical Skills: Programming & Scripting: Python, SQL | **Data Engineering & Databases:** PostgreSQL, MySQL, MongoDB, Azure SQL, ETL Pipelines | **Data Analysis & Visualization:** pandas, NumPy, Matplotlib, Seaborn, Power BI | **Machine Learning & AI:** scikit-learn, XGBoost, Random Forest, TensorFlow, PyTorch (RNNs, LSTMs, Transformers), Hugging Face | **Cloud & DevOps:** Microsoft Azure, Git, GitHub | **Collaboration Tools:** Jira
Soft Skills: Communication, Leadership, Problem-Solving, Adaptability