PRANEETH VYKUNTAM

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WORK EXPERIENCE

MIDDLEHOUSE DEVELOPMENTS (12 employee venture-backed recruitment startup)   Canada
Data Analyst   Sep 2024 – May 2025

- Researched Toronto's housing affordability crisis, identifying conversion opportunities for 5,000+ existing homes into duplexes, triplexes, and multiplexes to serve singles, young families, and downsizers.
- Conducted surveys across social media, gathering 1,200+ responses segmented by age group and household type, which informed demand forecasting for different housing formats.
- Collected and cleaned housing market data from Realtor.ca, UrbanToronto, and HouseSigma, standardizing records on 10,000+ properties (beds, parking, amenities, pricing) to benchmark affordability across 15 neighborhoods.
- Integrated 300+ transit data points from TTC, GO, and Metrolinx into Tableau dashboards, showing affordability and transit access advantages; saving 10+ hours/week in manual reporting.
- Presented dashboards and pricing insights to executives and investors, helping secure $100M+ in venture funding and redirecting investment toward underserved areas.

MONKEY ADVENTURES   India
Sales Operations Analyst   Jun 2022 – Aug 2023

- Analyzed 12+ months of booking and sales data to identify peak travel seasons, high-demand safari regions, and customer preferences (lodging, transport, amenities), helping guided tour packaging and improved demand forecasting.
- Conducted ad-hoc analyses of customer feedback and email conversion trends, uncovering service issues and recommending changes that improved client satisfaction and reduced repeat complaints by 13%.
- Automated monthly reporting in Excel and SQL to track conversion rates, booking volumes, and transaction flows, reducing manual work by 9% and enabling faster, more accurate reporting for planning.
- Designed Tableau dashboards showing conversion trends, lead times, and regional booking patterns, giving leadership visibility to optimize pricing, allocate resources effectively, and drive a 12% increase in annual revenue.

PROJECTS

RETAIL DEMAND FORECASRTING & PRICE ELASTICITY | Github   Sep 2025

- Forecasted demand for 10,000+ product–store pairs using Python (XGBoost), improving forecast accuracy to 92%.
- Modeled price elasticity across categories, identifying products with 15–20% revenue sensitivity to discounts.
- Built interactive dashboards to compare demand vs. pricing, helping managers optimize promotions and inventory planning.

PAPER INSIGHT ENGINE | Github   Aug 2025

- Processed 5,000+ academic papers using NLP (TF-IDF) to build a semantic search and summarization tool.
- Cut research time by 40% by enabling faster identification of relevant studies and literature.
- Designed dashboards to map research clusters, track keyword frequency, and highlight topic trends for easier discovery.

EDUCATION

TRENT UNIVERSITY   Canada
Master of Management | GPA: 3.9/4.0   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

AMRITA VISHWA VIDYAPEETHAM   India
Bachelor of Technology in Electronics & Communication | GPA: 3.0/4.0   Jul 2018 – Jul 2022
Relevant Coursework: Digital Signal Processing, Microprocessors, Control & Communication Systems, VLSI Design

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