

PRAVEEN KUMAR G

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EDUCATION

UNIVERSITY OF MINNESOTA – Carlson School of Management, Minneapolis, MN
Merit Scholar Candidate for **Master of Science in Business Analytics**, Cumulative GPA: 3.6/4.0 May 2024

VELLORE INSTITUTE OF TECHNOLOGY, Chennai, India
Bachelor of Technology – Electronics & Communication Engineering May 2020

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, USA
Data Science Student Analytics Lead – Client: *Leading Distributor of Industry Bearings* Jun 2023 – Present

- Enhancing sales team profitability by recommending high-value cross and up-selling products from 600K+ SKUs; leveraging insights from 3M records of historic sales transactions, analyzing customer, product characteristics for 27K+ customers using techniques like associative rule mining, collaborative filtering in Python.

Data Science Student Consultant – Client: *Largest group of public schools in Minnesota* Jun 2023 – Present

- Uncovering pathways and influencers of post-secondary success for 8500+ high school students using decision tree modeling, analyzing their K-12 academic performance, participation in early college programs, earned and transferred credits in R.

LATENTVIEW ANALYTICS, Chennai, India
Senior Analyst, CPG – Client: *Global leader in spirits and wine manufacturing* Oct 2022 – Apr 2023

- Led a team of five analysts, formulated data driven market sizing methodologies, delivered market behavioral & research insights every quarter. Identified \$5.7M growth opportunity for client's leading whiskey brand across top five US states.
- Developed a time-series sales forecast model using five years of historical point of sales data, incorporating ARIMA, Fbprophet and ensemble techniques in Python thereby fortifying stakeholder's strategy for upcoming quarterly budgeting.
- Awarded as the *Rising Star* at LatentView for outstanding contributions to company's account growth & delivery excellence.

Analyst, CPG – Client: *Global leader in spirits and wine manufacturing* Oct 2021 – Oct 2022

- Revamped pandemic-affected legacy market share model, employing ensemble modeling with extra-tree regressor yielding 5% MAPE in market share estimations using Python, SQL and Azure for data modeling and analysis.
- Recommended and convinced stakeholders to incentivize distributors in pivotal markets (state x category level) through accurate share estimations, potentially generating \$77.2M in incremental value across all spirit categories.
- Developed mapping schema for 16K+ SKUs using fuzzy-wuzzy string matching algorithm to harmonize stand-alone datasets from multiple data sources. Resulted in SKU-level tracking, mitigating out-of-stock issues across the supply chain.
- Presented key market trends unveiling drivers, empowering leadership with market/competitive performance and insights by creating C-level PowerPoint presentations & omni-channel view Power BI dashboard used by 700+ executives.
- Implemented US market segmentation with K-Means clustering, devised and extracted new KPIs/metrics for premiumization, brand development indices; addressed dataset gaps by imputing with proxy markets for accurate market share estimations.

WIPRO TECHNOLOGIES, Bengaluru, India
Project Engineer – Client: *Global leader in automotive and car manufacturing* Sep 2020 – Sep 2021

- Improved production lab efficiency through Python scripting, Github, and SQL database design, by automating manual testing workflows. Led end-to-end automation in agile collaboration with clients – spanning problem investigation, system log analysis, code development, unit and integration testing, to deployment in production environment and validation.

DATA SCIENCE PROJECTS

- Product Analytics – Open-AI driven product innovation in beauty industry:** Customized prompt engineering on LLMs (Open AI) that conducts batch processing on product reviews extracted from e-commerce website in Databricks, eliciting insightful product review intelligence such as topics of innovation and deducing review sentiment, presented in a dashboard.
- Sports Analytics – Predicting scrabble player's rating from woogles.io:** Engineered new features and employed XGBoost regressor to predict live scrabble ratings by discerning patterns from historical performance and turns played in each game; resulting in an RMSE of 95 and securing the third rank in the Kaggle worldwide leaderboard for best model performance.
- Marketing Analytics – Identify most likely subscribers for a music website:** Optimized premium subscription predictions, uncovered attributes that propel subscriptions using logistic regression reducing customer acquisition cost by 53%.
- Causal Inference – Analytics for Good: Impact of Maternity Legislation in India:** Analyzed the causal effect of maternity leave policy shift from 12 weeks to 26 weeks for women in IT industry using Difference in Difference method in R.

TECHNICAL SKILLS

- Big Data & Machine Learning Tools: Python, SQL, R, MATLAB, PySpark, Hadoop, ML flow, scikit-learn, keras, matplotlib.
- Data Science & Miscellaneous Techniques: Data Science Pipeline (Wrangling, Visualization, Modeling, Interpretation), Statistics, Time series, A/B Testing, Deep Learning, Optimization, Storytelling with Power Point, Tableau, Git, Jira, Azure.