PRAVEEN KUMAR G

(612) 462-5432 • govin098@umn.edu • in/praveenpkay • praveenpkay.github.io • Minneapolis, Minnesota

SUMMARY

Experienced data science and analytics consultant with strong exposure in Consumer-Packaged-Goods (CPG) industry. Proficient in leading and delivering comprehensive projects that yield valuable insights. Seeking new opportunities in analytics consulting to spearhead growth and provide impactful solutions.

EXPERIENCE

Senior Analyst, LatentView Analytics, CPG, *Chennai, India*   **Oct'22 – Apr'23**

- **Led a team of five** analysts, delivering high-quality solutions and ensuring timely delivery of market insights and analysis. Pioneered problem-solving ideation and led the implementation of RFP solutions.
- Identified growth opportunities and engaged in strategic conversations with CPG executives, contributed to expanding LatentView's CPG offering, building a comprehensive problem universe, and ideating solutions.
- Honored with the **Rising Star Award** for exemplary contributions to LatentView's success. **One of only five** employees, from analysts to managers in LatentView to receive the award, chosen by leadership panel.

Analyst, LatentView Analytics, CPG, *Chennai, India*   **Oct'21 – Oct'22**

- Revamped legacy market share estimation model, which was affected by covid disruptions, formulated cognizant approaches to derive share, in effect, achieved **92%** accuracy in market share estimations.
- Harmonized stand-alone datasets collected from manufacturers, distributors, and retailers by developing a mapping key at SKU level aiding stakeholders to track SKUs across the supply chain at one go.
- Identified key market trends and drivers, empowered leadership to make quick decisions to ride the market tide, created **C-level presentations** & dashboards to convey market learnings - Routinely used by **700+** executives.
- Determined SKU's time lag across the links of supply chain through cross correlation analytic study of shipments, depletions & sellouts; enabled stakeholders to strategize shipping & **reduce out of stock risks**.

Project Engineer, WIPRO Technologies, R&D, *Bengaluru, India*   **Sep'20 – Sep'21**

- Automated production lab workflows as a **Python developer** in Team Scheduler. Gained hands-on experience in Git, Jira, Client Python, and Database design; singly owned the automation implementation end-to-end.

PROJECTS

Consultant, Carlson Analytics Lab with MoundsView Public Schools, *Minneapolis, USA*   **Jun'23 – Aug'23**

- Analyzed effectiveness of early college preparation programs on high school students. Uncovered success pathways for enrollment and preparedness for post-secondary success. Awarded as **Runners-Up** for the live case among **80+** participants.

Data Scientist, Predicting highly likely subscribers for music website, *Minneapolis, USA*   **Jun'23 – Aug'23**

- Projected a **53%** reduction in Customer Acquisition Cost and uncovered factors/KPIs that propel premium subscriptions. Developed a predictive model to identify highly likely Premium users among Freemium users through class probabilities.

Data Scientist, Customer Segmentation of a wholesale distributor, *Minneapolis, USA*   **Jun'23 – Aug'23**

- Formulated a four-segment solution that identified opportunity to increase revenue in retail channel by **2.3M**. Analyzed consumer behaviors through annual spending patterns across channels to tailor strategies to satisfy consumer demand.

Data Analyst, Feature Extraction from Electrocardiogram (ECG) signal, *Chennai, India*   **Jan'20 – Jun'20**

- **Capstone Research Project:** Analyzed and extracted medically relevant data points from ECG signal captured from a sensor. Prepared an automated diagnostic heart health report that contains; Decomposition of PQRST points of the captured ECG signal and the likelihood of encountering a heart disease based on lifestyle patterns.

EDUCATION

University Of Minnesota – Carlson School of Management   **Minneapolis, MN**

Master of Science in Business Analytics | CGPA: 3.3   **Jun'23 - Jun'24**

- **Coursework:** Fundamentals of Programming with Python, Business Analytics with R, Database Management with MySQL, Tableau, Statistics for Analytics, Predictive Modeling, Big Data Analytics, Causal Inference, Exploratory Data Analytics.

Vellore Institute of Technology   **Chennai, India**

Bachelor of Technology in Electronics & Communication Engineering | CGPA: 3.5   **Jun'16 - Jun'20**

- **Coursework:** Embedded Systems, IOT Analytics with Sensors, Microprocessors, MATLAB, Statistics for engineers.

SKILLS

Programming Languages & Tools: Python, R, MATLAB, Tableau, Power BI, Git, Jira, Azure

Competencies: Predictive modeling, Story Telling, Time series analysis, Regression, Clustering, Database Design.