

# PRAVEEN KUMAR G

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## SUMMARY

Experienced data science and analytics consultant specializing in the Consumer-Packaged-Goods (CPG) industry, known for leading and delivering high-impact solutions to generate valuable insights.

## EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, USA

**Analytics Consultant** – *Client: Largest group of public schools in Minnesota* June 2023 - August 2023

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.

LATENTVIEW ANALYTICS, Chennai, India

**Senior Analyst, CPG** – *Client: Global leader in spirits and wine manufacturing* October 2022 - April 2023

- **Led a team of five analysts**, delivering high-quality solutions and ensuring timely delivery of market behavioral insights and analysis – Reported to org-wide executives and stakeholders.
- Identified new growth opportunities and engaged in strategic conversations with CPG executives, contributed to expanding LatentView's CPG offering in Revenue Growth Management – Pricing analytics, Competitive Benchmarking.
- Bestowed with the **Rising Star Award** for exceptional contributions to LatentView's success, **one among just five employees**, spanning analysts to managers, chosen by leadership panel.

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

October 2021 - October 2022

- Revamped legacy market share estimation model, which was affected by covid disruptions, formulated cognizant approaches to derive market 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 **seamlessly track SKUs** across supply chain.
- Identified key market trends and drivers, empowered leadership to make quick decisions, created C-level presentations & Omni-View 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 and **reduce out of stock risks**.

WIPRO TECHNOLOGIES, Bengaluru, India

**Project Engineer** – *Client: Global leader in automotive and car manufacturing*

September 2020 - September 2021

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

## DATA SCIENCE PROJECTS

- **Marketing Analytics – Identified most likely subscribers for a music website:** Uncovered factors that propel subscriptions using logistic regression predictive model reducing Customer Acquisition Cost by 53%.
- **Customer Analytics – Customer Segmentation of a wholesale distributor:** Formulated a four-segment solution using K-Means algorithm, 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.
- **Healthcare Analytics – Feature Extraction from Electrocardiogram (ECG) signal:** Extracted medically relevant data points from ECG signal captured from a sensor. Prepared an automated diagnostic heart health report containing; Decomposition of captured ECG signal and the likelihood of encountering heart disease based on lifestyle patterns.
- **Social Media Analytics – Filtered high rewarding influencers from Instagram:** Created an automated influencer classifier by leveraging third-party APIs to scrape and process individual's profile metrics, achieving a classification accuracy of 90% on custom labeled influencer type.

## EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN

Carlson School of Management

**Master of Science in Business Analytics**

June 2024

VELLORE INSTITUTE OF TECHNOLOGY, Chennai, India

Bachelor of Technology – Electronics & Communication Engineering

June 2020

## TECHNICAL SKILLS

- Tools: Python, R, MATLAB, Tableau, Power BI, Git, Jira, Azure
- Competencies: Predictive modeling, Story Telling, Time series analysis, Regression, Clustering, Database Design.