

PRAVEEN KUMAR G

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SUMMARY

Experienced data science and analytics consultant specializing in CPG industry, delivering end-to-end projects for valuable insights. Seeking new opportunities in analytics consultancy to drive growth and deliver impactful solutions.

SKILLS

Tools: Python, SQL, MATLAB, Tableau, Power BI, R, PySpark, MS Excel, Git, Jira, Microsoft Azure, Adobe Analytics
Competencies: Machine, Learning, Market Share Estimation, Predictive Modeling, Data Visualization, Story Telling, Time Series Analysis, Regression, Clustering, Forecasting, Database Designing, Problem solving, Business Intelligence.

MASTER'S

Carlson School Of Management, University of Minnesota
MS in Business Analytics - Carlson Scholar

Minneapolis, MN, USA
May, 2023 – Present – May, 2024

EXPERIENCE

LatentView Analytics - Consumer Packaged Goods - CPG *Chennai, TN, India*
Senior Business Analyst - Leading spirits & wine manufacturer in the US *October, 2021 – April, 2023*

- Revamped legacy market share estimation model which lost its accuracy due to covid disruptions, formulated cognizant approaches to derive share at lowest granularity, in effect achieved 92% accuracy in market share estimations.
- Harmonized stand-alone datasets collected from manufacturers, distributors and retailers by developing a master mapping at SKU level aiding stakeholders to track even the smallest SKU 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 across stakeholder teams.
- Determined SKU's time lag across the links of supply chain through cross correlation analytic study of shipments & sellouts; enabled stakeholders to strategize their shipping & significantly reduce out of stock risks.
- Formulated strategic growth action plan for potential engagement with leaders in Alcobev Industry by creating subject matter expert blurbs, narrowing profiles for conversations & contributing to RFP responses for a prospective customer.

WIPRO Technologies - Industrial Engineering Services - R&D *Bengaluru, KA, India*
Project Engineer - Python Developer - Automobile Manufacturer in the US *Sept, 2020 – Sept, 2021*

- Owned IPC Module (Inter Processor Communication - In-Vehicle Infotainment System), its Github repository, demonstrated capabilities in formulating solutions, process improvements in Client Python Automation & Database Design.
- Reduced production lab's manual testing efforts by 50% through facilitating test automation solutions & log reporting.
- Collaborated with on-site teams in agile environment, singly handled entire flow of problem identification, investigation, story creation, development, testing & validation. - Achieved highest total automated processes count in a team of 20.
- Developed asset tracker tool for the entire account that enabled nearly 250 engineers to keep track of their hardware assets, its working conditions - Enabled the production lab migration operation to be carried out smoothly.

BACHELOR'S

Vellore Institute Of Technology
B Tech. - Electronics and communications engineering

Chennai, TN, India
June, 2016 – June, 2020

PERSONAL PROJECTS

Social Media Analytics - Automated Instagram Influencer Classification [See Project](#) *– March, 2021*

- With the advent of social media, businesses are looking to collaborate with influencers to drive consumer buying decisions. This project was an attempt to classify & screen high rewarding influencers for a potential brand endorsement.

EXTRA-CURRICULAR

Pradhan Mantri Yuva Yojana - Central Government Of India Initiative
Human Resources Team Lead [See Credential](#)

Chennai, TN, India
June, 2018 – June, 2020

- Recruited students from different background; Engineering, Law, Business, Fashion into E-cell community, organized lecture series, online courses, competitive events to inculcate the spirit of entrepreneurship among young minds.
- Bridged the gap between students & government official with regards to course content, lecture deliveries and certifications.

Chennai International Youth Fest - Youth Development Consortium
Event Organizer – Volunteer [See Credential](#)

Chennai, TN, India
– September, 2018

- CIYF empowered me to contribute towards the notion of young talent building in India by providing an opportunity to organize and conduct events for youngsters from all sections & parts of the country.