Praveen Satya Rajamanickam Vijayaraghavan

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# SUMMARY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Data Analyst with 3+ years of experience in customer analytics, KPI tracking, and business intelligence. Skilled in SQL, Python, Tableau, and Power BI to drive data-driven decision-making. Expertise in A/B testing, loyalty program analytics, and anomaly detection to enhance customer retention and operational efficiency. Proven impact in optimizing reporting, reducing issue resolution time by 90%, and delivering $55K+ in cost savings.

# EDUCATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The University of Texas at Dallas** Aug 2023 – May 2025

*Master of Science in Business Analytics and Artificial Intelligence (3.93 GPA)*

## Awards: 2x Dean’s Excellence Scholar. Awarded to the top 5% of students for outstanding academic performance.

## Relevant Coursework: Business Analytics with R, Data Visualization, Big Data, Advanced Statistics, Predictive Analytics, Prescriptive Analytics, Machine Learning, Econometrics & Time Series Analysis

# WORK EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Data Analyst Intern, Copart Inc. *May 2024 – May 2025*

## Developed interactive Tableau dashboards to track key store performance indicators (KPIs), enabling data-driven decision-making across multiple operational teams.

## Optimized loyalty program analytics by designing a KPI tracking framework that identified trends in customer behavior and engagement metrics, driving a 15% improvement in store performance insights.

## Implemented anomaly detection using time series forecasting (ARIMA+ model) and Google BigQuery, reducing issue detection time from 3 days to 1 hour, preventing $10,000+ in potential revenue loss per quarter.

## Enhanced BI reporting efficiency by optimizing 20+ dashboards with Tableau Optimizer and SQL best practices, reducing dashboard load time from 10 to 2 seconds for 10+ departments.

## Collaborated with cross-functional teams to integrate automated reporting processes, ensuring seamless data sharing across marketing, customer experience, and operations teams.

## Data Analyst, Capgemini *Sept 2020 – Jun 2023*

## Conducted SQL-driven data analysis on customer behavior and operational trends, identifying key insights for business process improvements and strategic decision-making.

## Created interactive Power BI dashboards to monitor store performance metrics, customer engagement trends, and employee productivity, improving sprint planning and reducing backlog by 30%.

## Automated ETL workflows using Python and SQL, streamlining periodic revisions of business criteria for car rentals and saving 25+ hours per month for clients.

## Performed in-depth data analysis on insurance claims and customer transactions, identifying root causes of faulty reimbursements, leading to $30,000 in cost savings through system enhancements.

# PROJECTS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Forecasting Bike Share Demand | R Studio**   *Jan 2025*

## Uncovered bike rental demand patterns, revealing peak usage during commuting hours and summer; developed a VAR model that outperformed ARIMAX with an R-squared of 0.298 on unseen data, providing data-driven insights for optimizing bike availability in urban cities.

**Online Shopper’s Purchasing Prediction | Python**  *Dec 2024*

## Detected key sales trends, showing spikes in May and November but low conversion rates; optimized revenue prediction by applying SMOTE for class balance and selecting Random Forest as the best model, achieving 93% recall and accuracy over a naïve baseline of 85% accuracy.

**Fleet Risk Analytics | Hadoop & Tableau**  *Nov 2024*

## Optimized fleet safety by leveraging Hadoop, Hive, and Tableau to analyze telematics data, identifying high-risk drivers and truck models like Oshkosh, enabling targeted risk mitigation strategies that improved operational safety and reduced accident risks.

**Second-Hand Cars Market Analysis | Tableau**  *Oct 2024*

## Created a Tableau dashboard to investigate mid-tier second-hand car pricing, revealing that mileage drives price more than a model year and that brands like Porsche and Mercedes-Benz maintain high prices despite high availability, thus helping buyers understand pricing dynamics.

**Sales Dashboard Analysis | Power BI** *Dec 2023*

## Developed a sales analysis dashboard for a major retailer, identifying revenue decline, high customer concentration, and market expansion opportunities, leading to a 20% potential improvement in revenue forecasting and actionable strategic recommendations.

# LEADERSHIP EXPERIENCE AND HACKATHONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Winner, Alteryx SparkED Hackathon** *Mar 2024*

## Competed against 20+ university teams and secured 1st place ($16,000 prize) by leveraging Alteryx and Tableau to analyze Texas demographic, economic, and infrastructure data, uncovering key insights on population trends and real estate.

## Mentor, Business Analytics Leadership Council (BALC) *Aug 2023 – May 2024*

## Mentored 10+ Spring 2024 Business Analytics cohort incoming students by providing guidance on coursework and career strategies.

## Helped students enhance their job search approach via weekly sessions, leading to improved confidence in networking and recruitment success.

## SKILLS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Data Analytics & Visualization: SQL, Python, R, Alteryx, Tableau, Power BI, Excel, A/B Testing

## Big Data & Cloud Technologies: Hadoop, Spark, Hive, Google Cloud Platform (GCP), Amazon Web Services (AWS), DB2

## Machine Learning & Statistical Modeling: XGBoost, Random Forests, Regression (Linear, Logistic, Multilinear), Hypothesis Testing, Pytorch