

# Prithivanandh Chinnaswamy

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## EDUCATION

### The University of Texas at Dallas

May 2023

*M.S., Business Analytics*

### PSG College of Technology

May 2017

*B.E., Mechanical Engineering*

## SKILLS

<b>Programming Languages</b>	: Python (NumPy, Pandas, Sci-kit learn), MySQL, SAS, R
<b>Business Intelligence</b>	: Tableau, Power BI, DAX, Python (Matplotlib, Seaborn), MS Excel, PowerPoint, MS Word, Looker
<b>Data Warehousing</b>	: ETL, DBT, AWS, Azure Data Lake Storage, Data Bricks, Snowflake, MySQL, SQL Server, SSIS, SSAS
<b>Tools</b>	: Jira, GitHub, Alteryx, Tableau Prep, Salesforce, Adobe Analytics, Google Analytics, Redshift
<b>Machine Learning</b>	: Linear & Logistic Regression, Classification, KNN, Decision Tree, Random Forests, Deep Learning, Natural Language Processing, Sentiment Analysis

## EXPERIENCE

### Data Analyst Intern | Hudl (Finance, Sports) | Dallas, Texas

May 2022 – Present

- Developed athlete heat maps using Python libraries which increased the athlete's time spent watching highlights by 2 hours.
- Identified hardware product improvements by analyzing logs with SQL, leading to a \$3M investment in installation for 4G Hudl Cameras.
- Migrated 40+ data sources and 15+ dashboards from Looker to Tableau, improving efficiency and usability for sales, marketing, and finance teams by 40%.
- Boosted turnaround time for ad-hoc analysis and reporting by 65% by updating SQL/Looker/Tableau Dashboards and DBT(ETL) models using agile methodologies.
- Collaborated with the data science and the data engineering teams with the help of JIRA tickets to maintain code using version control tools like GitHub.

### Data Analyst | TCS (Supply Chain) | Chennai, India

Jul 2017 – Dec 2019

- Automated the data entry process using SQL code, which resulted in more data coming in, thus leading to a 60% improvement in the efficiency of the application.
- Utilized A/B testing with the help of Python to compare the new test version and the older version of the OGRDS web page by collaborating with the UX Design team.
- Performed detailed statistical analysis using Excel by creating pivot tables and summarizing large amounts of data which improved the quality of the data analysis by 30%.
- Generated reports to fetch and manipulate bulk data using SQL scripts to identify 12 Key Performance Indicators(KPI) which helped to make data-driven decisions.
- Worked closely with the business team to identify gaps in the data capture strategy and to integrate business data from applications into dashboards using Power Bi.

## ACADEMIC PROJECTS

### Statistical Analysis and Forecasting of Medical Cost | Python | Regression, Data Visualization |

- Performed ANOVA analysis to identify medical expense is 4.55 times higher for smokers compared to a non-smoker using hypothesis testing.
- Developed a statistical learning model to predict medical care expenses based on input data with 77% accuracy.

### Predicting Credit Card Payments Fraud | Python | Classification, Data Pre-processing, Predictive Modelling |

- Analyzed 5000 rows to detect card defaulters using various Machine Learning models, evaluated the best classifier as Support Vector Classifier, and validated the model applying the ROC-AUC score.
- Predicted the credit card defaulter accurately with an accuracy of 78%.

### Social Media Analysis on YouTube | Python, Tableau | Data Visualization |

- Extracted YouTube Channel data of different NBA teams using YouTube Data API and loaded this data into Python Pandas.
- Exported the CSV file into Tableau and built a dashboard comparing the social media performance of the teams.

### Database Design for a Potato Farm | MySQL | Data Modelling |

- Designed a new database by understanding the business rules and designed the Entity Relationship Diagram (ERD).
- Normalized the database to reduce data redundancies and came up with an effective ERD for the database.