

PRIYANKA BHATLA

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EDUCATION

MS in Business Analytics & Artificial Intelligence, The University of Texas at Dallas Expected Dec 2025

- GPA - 3.89
- Coursework – Applied ML, Statistics & Data Science, Analytics Platforms (Snowflake), Product Management
- Organizations - Business Analytics Leadership Council ([Link](#)), The Product Base Club ([Link](#)), The Project Management Club

Bachelors in Computer Engineering, National Institute of Technology, Surat Aug 2016 - Jun 2020

- Coursework – Cloud Computing, Data Warehousing & Mining

EXPERIENCE

Analyst - Customer Insights Mar 2023 - Nov 2023
Merkle Inc. *Bengaluru, India*

- Partnered with fashion retail clients to optimize store inventory by analyzing SKU sizes using Google Big Query/SQL to reduce lost sales, contributing to a **25% QoQ revenue increase**
- Enhanced recommendation systems using Market Basket Analysis to identify cross-sell/upsell items, resulting in **15% increase in Average Order Value**
- Conducted market and competitor analysis to assess client market share, supporting the development of financial models
- Developed financial models for retail companies to assess the viability of promotions and loyalty programs

Consultant - Product Analytics Feb 2021 - Feb 2023
Merkle Inc. *Bengaluru, India*

- Collaborated with clients dominating the commercial construction e-commerce space to develop a Python-based **prediction model** that identified **high-risk customers with 80% accuracy**
- Developed actionable data driven insights **saving clients ~\$2 Million** by mitigating migration costs to premium services
- Consolidated a Tableau dashboard for automating **KPI analysis** for customer attrition which helped **reduce time spent manually by 12 hours** per month
- Streamlined a comprehensive survey aimed at identifying areas of improvement. Provided actionable recommendations which **enhanced the customer satisfaction by 15%** in the next cycle

PROJECTS

E-Commerce Customer Segmentation ([Link](#))

- Preprocessed data and engineered features related to RFM, product diversity, behavioral features etc
- Applied PCA (81% variance - 6 components) and K-Means clustering with silhouette analysis for optimal segmentation
- Identified customer segments (Occasional Shoppers, Affluent Spenders, Irregular Big Spenders) with CH and DB Index scores of 1257 and 1.36, respectively

Sales and Customer Insights Dashboard for Stationery Giant ([Link](#))

- Developed Tableau dashboards showcasing KPIs like Total Sales, Quantity, and Profit trends (current vs. previous year)
- Analyzed the KPI's for monthly highest and lowest values and highlighted them in the dashboard
- Visualized product subcategory performance and weekly sales/profit trends for strategic decision-making

Product Case Study - DoorDash ([Link](#))

- Collaborated with a team of 4 to conduct a case study on DoorDash; examining its market position and growth strategies
- Evaluated DoorDash's business model, revenue streams, and value proposition across customer, restaurant, and driver segments
- Analyzed user experience and pain points and performed SWOT Analysis, identifying opportunities for improved customer satisfaction and operational efficiency

60 Days of SQL ([Link](#))

- Took the challenge to solve SQL questions on Leetcode
- Solved 75+ problems from easy to hard level of difficulty

SKILLS

Programming	SQL, Python, R
Machine Learning	Scikitlearn, Linear / Logistic Regression, Gradient Boosting, Clustering, Random Forests, PCA
Tools & Platforms	Tableau , Power BI, Advanced Excel, Google Big Query, SQL Server, Microsoft Azure, Snowflake, Lucid Charts, Google Analytics, Git
Additional Skills	Hypothesis Testing, Market Analytics, Project Management, Stakeholder Management
Certifications	Microsoft Azure Data Fundamentals (Ongoing), Snow-Pro Core Certification - Snowflake (Ongoing)

EXTRA CURRICULARS

Marketing Officer Jan 2024 - Present
The Product Base Club, UTD

- Provided engagement reports across various channels to the Social Media Lead, facilitating progress tracking
- Strategised the social media calendar for LinkedIn posting schedules, optimizing content delivery