Priyanka Gagneja

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July 2021

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Skills

Machine Learning Techniques	**Linear regression, Logistic regression, RFM analysis, Time series forecasting, Random forest etc.**
Programming Languages	**R/ R Shiny/ RMarkdown, SQL, Python, SAS**
Data Viz Tools	**Tableau**
Relational database	**Prestodb, PostGres with pgAdmin & dataGrip IDE**
Cloud Platforms	**GCP(Big Query, GCS), AWS(S3- storage, EC2- computing, RDS- DB)**
Workflow Mgmt Tools	**JIRA**
Version Control	**Git**

Community Engagement

July 2021	**useR!2021**	Volunteer Host (Online)
2020 - 2021	**Women In Data Science**	WIDS Ambassador (Online)
Jan-Mar 2021	**WEST Boston**	Designed an optimization algorithm and shiny app for mentor/mentee allocation (Online)
July 2020	**PyData Boston**	Coordinator/Organizer (Online)
May 2019	**RLadies Global Initiative**	Contributed to open source community (Online)
Nov 2018	**Pitney Bowes FinTech Hackathon**	3rd Rank (Atlanta)
May 2018	**ODSC East**	Speaker/ Tableau Trainer (Boston)
Present	**Active member in Community(meetups)**	Boston Python, Code for Boston, Boston useR and RLadies group, Boston Tableau User Group, PyData Boston (In-person/Online)

Employment

Oct 2020 - Present	**Sr Business Data Analyst @ LoseIt! - Boston, MA**
	➤ Executed several exploratory projects to understand user behaviour & drivers of customer satisfaction, reactivation in food logging, subscription cancellations
	➤ Created a R Shiny app based ticketing system to eliminate redundant requests saving multiple team members time & confusion by providing a go-to tool for historical & new data requests
	➤ Designed self-serve Markov attribution model that helps identify the impact of each touchpoint to conversion
	➤ Enhanced a self-serve A/B experiments to include life time value of renewals
Feb 2020 - Oct 2020	**Sr Digital Marketing Data Analyst @ IRIS Worldwide - Burlington, MA**
	➤ Handled multiple projects at a time on report migration from SAS and Excel reports to Tableau with focus on business health, collaboratively working with marketing team
	➤ Analyzed the performance of two financing programs resulting in a Tableau report for the international furniture brand
Jan 2019 - Oct 2019	**Data Science Analyst @ Data Science Labs - Infor Inc - Cambridge, MA**
	➤ Worked for financial services client in a SaaS environment user of Infor's CRM software, designed and productionized the predictive analytics solutions for contact center and marketing to:
	➤ Identify potential prospects to expedite customer (re)acquisition using logistic regression to find their likelihood to purchase
	➤ Recommend more financial products to cross-sell using collaborative filtering techniques shared with the non-technical Customer Care team as a shiny app for ease of use

Aug 2019 - Nov 2019	**Adjunct Faculty @ Bay State College - Boston, MA**
	➤ Designed an undergraduate course on 'Data Visualization using Tableau'.
Jan 2019 - May 2019	**Adjunct Faculty @ Sawyer Business School, Suffolk University - Boston, MA**
	➤ Taught a course on Business Intelligence & Data Analysis using Tableau & R.
Feb 2018 - June 2018	**Research Assistant @ Boston College - Lynch School - Chestnut Hill, MA**
	➤ As a data analyst at Lynch school, education department worked with the research scholars to help establish hypotheses on middle school kids' behavior and responses towards activities supporting STEM learning using R, SQL and Tableau
Aug 2017 - Dec 2017	**Teaching Assistant @ Boston College - Economics Dept - Chestnut Hill, MA**
	➤ TA for undergrad courses on Microeconomics and Macroeconomics
May 2011 - Feb 2015	**Business Analyst @ Accenture Management Consulting - Bangalore, India**
	➤ Improved demand planning strategies for a beer giant resulting in benefit of nearly $1.5 MN
	➤ Developed a quick, low-cost excel-based POC tool for forecasting including few sophisticated ARIMA models with a turnaround time of 1-week about 2.5X faster
	➤ Enhanced an internal tool used for spare parts planning by using Excel Solver to obtain optimal solutions thus reducing about 30% of manual intervention
	➤ Developed R-based tool for providing warranty solutions from early defect identification
	➤ Trained peers on 'SAS' and 'Intro to Tableau' throughout several sessions. Awarded "Trainer of Quarter" twice 4.2/5 rating
Mar 2010 - May 2011	**Sr. Business Analyst @ MuSigma Business Solutions - Bangalore, India**
	➤ Modelled propensity to buy, wallet share and customer segmentation from marketing analytics standpoint
	➤ Provided supply chain predictive analytics for the US-based retail client for divisions including retail stores, financial planning and analysis and inventory planning, using SAS & SQL
	➤ Provided insights to an insurance client by tracking various metrics' (total claims, claims by policy type/ gender/location etc.) aiming to minimize the claims losses and improving insurance policy pricing trying to win more customers

Education

2017 - 2018	**MS - Applied Economics (3.83/4 GPA)**	Boston College, Chestnut Hill, MA, US
2007 - 2009	**MBA - Finance (6.91/10 GPA)**	ICFAI Hyderabad, Hyderabad, Andhra Pradesh, India
2002 - 2006	**B.Tech - Computer Science (73.4%)**	IGIT Delhi, Delhi, India