Priyanka **Gagneja**

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Passionate, self-motivated Analytics/Consulting professional worked across industries like retail, education & financial services. Curious, Quick learner, relentless and always willing to learn new tools and technologies. Looking forward to exploring a variety of opportunities that data can bring

Skills

LINEAR REGRESSION, LOGISTIC REGRESSION, RFM ANALYSIS, TIME SERIES FORECASTING, RANDOM FOREST ETC.	*Machine Learning Techniques*
R/ R SHINY/ RMARKDOWN, SQL, PYTHON, SAS	*Programming Languages*
TABLEAU	*Data Viz Tools*
PRESTODB, POSTGRES WITH PGADMIN & DATAGRIP IDE	*Relational database*
GCP(BIG QUERY, GCS), AWS(S3- STORAGE, EC2- COMPUTING, RDS- DB)	*Cloud Platforms*
JIRA	*Workflow Mgmt Tools*
GIT	*Version Control*

Community Engagement

Volunteer Host (Online)
USER!2021   *July 2021*

WIDS Ambassador (Online)
WOMEN IN DATA SCIENCE   *2020 - 2021*

Designed an optimization algorithm and shiny app for mentor/mentee allocation (Online)
WEST BOSTON   *Jan-Mar 2021*

Coordinator/Organizer (Online)
PYDATA BOSTON   *July 2020*

Contributed to open source community (Online)
RLADIES GLOBAL INITIATIVE   *May 2019*

3rd Rank (Atlanta)
PITNEY BOWES FINTECH HACKATHON   *Nov 2018*

Speaker/ Tableau Trainer (Boston)
ODSC EAST   *May 2018*

Boston Python, Code for Boston, Boston useR and RLadies group, Boston Tableau User Group, PyData Boston (In-person/Online)
ACTIVE MEMBER IN COMMUNITY(MEETUPS)   *Present*

Employment

SR BUSINESS DATA ANALYST @ LOSEIT! - BOSTON, MA   *Oct 2020 - Present*
- 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

SR DIGITAL MARKETING DATA ANALYST @ IRIS WORLDWIDE - BURLINGTON, MA   *Feb 2020 - Oct 2020*
- 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

Data Science Analyst @ Data Science Labs - Infor Inc - Cambridge, MA *Jan 2019 - Oct 2019*

- 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

Adjunct Faculty @ Bay State College - Boston, MA *Aug 2019 - Nov 2019*

- Designed an undergraduate course on 'Data Visualization using Tableau'.

Adjunct Faculty @ Sawyer Business School, Suffolk University - Boston, MA *Jan 2019 - May 2019*

- Taught a course on Business Intelligence & Data Analysis using Tableau & R.

Research Assistant @ Boston College - Lynch School - Chestnut Hill, MA *Feb 2018 - June 2018*

- 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

Teaching Assistant @ Boston College - Economics Dept - Chestnut Hill, MA *Aug 2017 - Dec 2017*

- TA for undergrad courses on Microeconomics and Macroeconomics

Business Analyst @ Accenture Management Consulting - Bangalore, India *May 2011 - Feb 2015*

- 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

Sr. Business Analyst @ MuSigma Business Solutions - Bangalore, India *Mar 2010 - May 2011*

- 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

Boston College, Chestnut Hill, MA, US

MS - Applied Economics (3.83/4 GPA) *2017 - 2018*

ICFAI Hyderabad, Hyderabad, Andhra Pradesh, India

MBA - Finance (6.91/10 GPA) *2007 - 2009*

IGIT Delhi, Delhi, India

B.Tech - Computer Science (74.4%) *2002 - 2006*