

Priyank Patel

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[Portfolio](#) | [GitHub](#) | [LinkedIn](#)

SKILLS:

Programming: SQL, Python, R, HTML, CSS, SAS, SPSS, Spark.

Software: Tableau, PowerBI, Excel, Dataiku, Adobe Analytics, MicroStrategy, GCP Suite, MySQL.

Techniques: Linear Regression, Lasso, Logistic Regression, Decision Tree, Random Forest, KNN, Naïve Bayes, SVM, Ensemble methods, CNN, LSTM, Flask.

EDUCATION:

Post-Graduate Diploma in Data Analytics for Business

April 2021

St. Clair College, Windsor

GPA: 3.9/4

Coursework: Machine Learning, Advanced Statistics, Data Visualization, Marketing Analytics, Business Intelligence, Data Structures & Algorithms, Project Management, Financial Analytics, Cloud Computing, Ethics for Analytics

Bachelor's in Computer Engineering

May 2019

Silver Oak College of Engineering (GTU), Ahmedabad

GPA: 7.9/10

Coursework: Operating Systems, DBMS, Computer Graphics, Data Structures and Algorithms, Object Oriented Programming, Computer Networks, Microprocessors, Cyber Security, System Programming.

WORK EXPERIENCE:

Hudson's Bay Service Pvt Ltm, Bangalore, India

- Senior Analyst, Loyalty, Promotion & Insights

June 2024 - Current

- Developed data pipelines in snowflake using SQL for targeted personalized offers for loyalty Customers using historical purchases, and clustered group behavior. Refined the algorithm to achieve additional 20% offer activation and 13% increment in shop rate resulting in \$15M incremental GMV annually.
- Designed and deployed prompt based reporting and dashboards in MicroStrategy providing insights to C-suite executives for efficient GTM strategies, also saving 15+ hours per week of manual reporting.
- Analyzed customer behavior and purchase patterns for each category and cross shop categories to curate new Category specific rewards offers and introduced quest based offers to increase monthly customer retention by 8%.

Hudson's Bay, Toronto, Canada

- Manager, Loyalty, Promotion & Insights

April 2024 – June 2024

- Led the development of customer segmentation models (RFMD) using Python and Dataiku, optimizing targeted marketing and saving \$250K while maintaining conversion rates.
- Created and maintained SQL data pipeline for centralized Customer Universe and dashboard in Tableau including attributes from Loyalty, POS, Email and Site data, enabling cross-functional targeting.
- Provide weekly and Adhoc reporting on the performance of Loyalty Programs across categories and corporate events, assisting the leadership team in creating strategies based on financial planning and modelling of different Loyalty programs.

- Manager, Pricing & Compliance Analytics

May 2023 – April 2024

- Created a web scraping python script to collect over 50K product price from 10+ retailers, analyzed the competitor pricing and discount depth to create a Pricing Index to optimize dynamic pricing.
- Developed Tableau reports to track the impact of Price changes and Margin Leakage of the dynamically priced products. Designed A/B test to conduct on different customer demographics and location to observe the impact in multiple KPIs.
- Conducted Monthly Pricing Compliance Audits with the Legal team and Merchandising team to identify and mitigate potential risk of regulatory violations. Setup an alert system in MicroStrategy for early identification of at-risk products using their future pricing data.

- **Analyst, Promotion & Markdown Optimization**

November 2021 – May 2023

- Created ETL pipeline using SQL to process the data from multiple sources to calculate promotion profitability and used Tableau for reporting on the Corporate and Category Promotions
- Built an automated system using Google Sheets and Dataiku for process Markdowns to increase sell-through rate within product lifecycle and optimizing gross margin by 3% for each season cycle.
- Created python script to increase Promotion Visibility with Inventory, and predict the Margin Impact on the promotional inventory blend to be used for financial and marketing planning.

PROJECTS: _____

Employment demand forecasting for Canada. [\[GitHub\]](#)

- Build a time series forecasting model to predict the employment demand for the next decade.
- Forecasting methods such as ARIMA and LSTM are used to forecast different scenarios. Compiled 98 models to forecast two scenarios in 49 different industry sectors and deployed using Streamlit library.

15 min City Planner. [\[GitHub\]](#)

- This model clusters all location which is reachable within 15 minutes distance from the number of Medical services which can measure the readiness of the medical services of the city.
- Data is collected using Web scraping methods and FourSquare API using Python and visualized in Tableau. These clusters are created using Unsupervised Machine Learning Methods like K-Means Clustering.

Beyond Carbon DC. [\[GitHub\]](#)

- A visualization dashboard for analyzing the Energy and water consumption in Washington DC, build by using Tableau Dashboards.
- This data contains information on Energy and water consumption of properties having over 50000 gross square feet of area.

[More Projects on GitHub.](#)