

Purva Prakash Kekan

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EDUCATION

Masters of Science in Analytics | GPA 3.93/4.0 - Northeastern University | Boston, MA May 2025

- **Award:** “CPS Scholars and Leaders Award” - Awarded to top 1% graduate students for exceptional academic achievement and leadership
- **Relevant Coursework:** Big Data, Predictive Analytics, Enterprise Risk Management, Data Mining, Healthcare and Pharma Analytics

Bachelors of Science in Information Technology | GPA 3.70/4.0 - Mumbai University | Mumbai, India May 2023

- **Relevant Coursework:** Database Management, Business Intelligence, Project Management, Python, Artificial Intelligence

WORK EXPERIENCE

Data Analyst, IpserLab | Remote, USA May 2025 – Present

Early-stage AI startup incubator building CAVO, an inclusive trip-planning platform focused on traveler safety and accessibility

- Developed **15+ KPI dashboards** improving risk reporting accuracy by **20%** through **ETL automation** in Excel and SQL
- Integrated 10+ data feeds enhancing data consistency and timeliness by **25%** using **Google Places API** and **Python pipelines**
- Documented **automated data flows** in **GitHub** for cross-team reporting, accelerating decision-making speed by **15%**

Healthcare Data Analyst, Boston Public Health Commission | Boston, USA Jan 2025 – Mar 2025

Boston's \$300M+ municipal public health agency delivering healthcare, safety, and equity programs to 700K+ residents

- Cleaned and validated 65K+ records ensuring **100% data integrity** and **SLA compliance** via **Pandas** and **Power BI**
- **Built quality-control checks** for service metrics reducing errors by **30%** through **SQL** and **ETL transformations**
- Automated **data preparation** for predictive models increasing forecasting efficiency by **25%** using **Python scripts**

Data Analyst, KARA - Kids At Risk Action | Boston, USA Apr 2024 – Jun 2024

U.S. nonprofit advocacy group dedicated to strengthening child welfare systems and advancing national policy reforms

- Consolidated **1M+** donor and outreach records improving campaign reporting accuracy by **35%** with **PostgreSQL** & **Tableau** analytics
- Produced **30+ analytics summaries** identifying high-risk states with **Scikit-learn** for advocacy campaigns
- Partnered with tech and communications teams to document CRM aligned workflows integrating **APIs** and **fundraising datasets**

Data Analyst, HDFC Bank Ltd | Mumbai, India Jan 2023 – Jun 2023

India's largest private sector bank with \$21B+ annual revenue, 173,000+ employees, and operations across 6,300+ branches in 18 countries

- Processed **500K+** financial records, reducing review cycle time by **50%** using ETL pipelines and **Snowflake** for centralized reporting
- Engineered compliance workflows saving **6+ hours weekly** using **Airflow** and **dbt pipelines** with **JIRA** task tracking system
- Performed **A/B testing** on **100K+** accounts identifying **12% higher repayment segments** with **Python analytics**

Data Analyst, Acute Bioscience | Remote, India Jul 2022 – Dec 2022

Indian life sciences distributor supporting 100+ healthcare and research organizations with lab consumables and equipment.

- Transformed **50K+** sales records enhancing reporting accuracy by **25%** using **MongoDB** and Excel
- Predicted demand reducing stockouts by **20%** through **R based forecast models** and **QA tasks** using **JIRA**
- Optimized compliance reports cutting processing time by **30%** while maintaining **HIPAA standards**

PROJECTS

OptiChain - Supply Chain and Billing Reconciliation Dashboard | [github](#)

Tech stack: Power BI, SQL, DAX, Power Query

- Consolidated 180K+ records automating reporting and reducing delivery delays by **25%** through ETL and variance checks
- Enhanced fulfillment KPIs by **30%** through data validation and cross-region performance analysis

Campaign ROI and Engagement Analytics Dashboard | [github](#)

Tech stack: Power BI, SQL, DAX

- Designed dashboards on **CPC**, **CTR trends** driving **18% higher engagement** through automated data prep and modeling flows
- Streamlined **multi-channel ROI analysis** improving marketing decision accuracy by **22%**

TECHNICAL SKILLS

- **Data Management and Engineering:** SQL, PostgreSQL, MongoDB, Snowflake, Excel, Airflow, dbt, Alteryx
- **Analytics and Automation:** Python (Pandas, NumPy), R, Power Query, JIRA, GitHub
- **Visualization and Reporting:** Power BI, Tableau