



Sanaaya Kurup

DATA ANALYST

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Executive Summary

Experienced data analyst/scientist (4 years) dealing with projects that are **descriptive** and **predictive** in nature.

Extensive knowledge of **R** and **Python** packages like **dplyr**, **ggplot**, **Robyn**, **ChannelAttribution**, **pandas**, **numpy**, **matplotlib**, **seaborn**, and **sklearn**.

Experience in the complete life cycle- ranging from **gathering product requirements**, **data cleaning**, **feature selection**, **model building**, **data visualization**, **model deployment**, and **presenting the findings to the client**

Technical Skills

R Software(R Studio)

Python(Spider, Jupyter)

PostgreSQL

AWS

Docker

Tableau

Git

Jira/Wrike

DataRobot

Microsoft Excel

Microsoft PowerPoint

Model Expertise

Statistics and Hypothesis Testing

Linear Regression

Logistic Regression

Classification

Markov Chain-Attribution

Time series analysis

NLP

Certifications

SQL for Data Science

<https://www.coursera.org/account/accomplishments/verify/TX7J3K8B7H2B>

Neural Networks and Deep Learning

<https://coursera.org/share/ddd5b7f520f7ab7df486825d28cbd29f>

Improving Deep Neural Networks:

Hyperparameter tuning, Regularization and Optimization

<https://coursera.org/share/6ab2a2fb5fa6aeb90e0bb97560181b7b>

Education

Jan 2022-Present

Ineuron Full Stack Data Science Program

2014-2018

Bachelors in Finance and Economics:

Foundation of Liberal and Management

Education (CGPA 8.3/10)

Professional Career

Software Engineer

Cybage Software,Pune | June 2019-Present

Maurices

Data Scientist

An American retail clothing store. There were multiple projects done for Maurices

Project 1: Marketing mix models for in-store and e-commerce businesses

July 2021, monthly refreshes

The goal of the project was to understand how paid digital media channels contribute to the sales of the in-store and e-commerce business of Maurices. With the contribution, a new optimized budget was proposed to the client.

Roles and responsibilities :

- Analyzing the requirements of the client
- Aggregating data from various sources using R-external and internal data
- Data cleaning and exploratory data analysis to understand the variable movements and correlations
- Feature engineering/Variable selection
- Trial and test of different types of ensemble regressions-penalized and linear, Robyn models
- Model selection with an accuracy of 81% and 86% respectively
- Budget optimization, analysis of saturation curves and diminishing curves
- Testing the data drift when the model refreshes
- Automating the whole process using Targets on R
- Created a dashboard with findings using Tableau
- Used git for versioning and Wrike for project tracking

Project 2: Channel Attribution Model

Jan 2021-May 2021, monthly refreshes ongoing

The goal of this project was to understand the various touchpoints that a customer follows before they make a purchase with Maurices- and how much value these touchpoints carry in terms of sales

Roles and responsibilities

- Analyzing the requirements of the client
- Data collection and creating the customer journeys in R
- Running the Markov chain on the data segmented by customer type, POS, store type, credit card user and month.
- Connecting the output to a Tableau dashboard and presenting the insights to the customer
- Automated the process using Targets in R, hosted the process on Apache Airflow
- Insights presented to the client over the tableau dashboard

Project 3: Incrementality Testing for Paid Search channel

Sept 2019-Dec 2019

The goal of this project was to understand the incremental impact of the Paid search paid media digital marketing channel on sales

Roles and responsibilities

- Analyzing the requirements of the client
- Data collection and cleansing in Python
- Hypothesis testing on the impact of the paid search media on sales
- Connecting the output to a Tableau dashboard
- Insights presented to the client over the tableau dashboard

Data Analyst

CPC Analytics, Pune | June 2018-March 2019

Save the Children

Project 1: Analysing the nature of POCSO cases in Delhi

August 2018-Nov 2018

The goal of the project was to understand the nature of POCSO cases in Delhi by analyzing articles published in the news.

Roles and responsibilities

- Understanding client requirements
- Scraping, cleaning, and aggregating data from digital print media into a dataset using Beautiful Soup in Python
- Exploratory data analysis using R
- Creating clear visualizations on R and Tableau
- Preparing reports/presentations as per the needs of the clients
- Presenting insights to the Senior Data Analyst
- Conducting secondary research to support the analysis