

SHIVA KUMAR PABBATHI

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EDUCATION

UNIVERSITY OF MINNESOTA, Carlson School of Management, Minneapolis, MN

Candidate for **Master of Science in Business Analytics**

May 2020

INDIAN INSTITUTE OF TECHNOLOGY, Madras, India

Bachelor of Technology in Mechanical Engineering

May 2015

SKILLS

- **Tools:** Python, R, Keras, Tableau, Power BI, SQL, AWS, Hive, Hadoop, Sqoop, PySpark, SSAS, Advanced Excel, Jira
- **Techniques:** Predictive Modeling, Time series Forecasting, Exploratory Analysis, Data visualization, A/B testing, Anomaly Detection, Hypothesis testing, Neural Networks, Clustering, Statistical Modelling

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN

Data Science Intern (*Client: Leading Hospitality & Entertainment Business*)

Jan 2020 – Present

- Optimizing the assortment of products for the week and identifying the optimal time to change the layout during the week using Convolutional Neural Network and tuning hyperparameters with Bayesian Optimization to increase revenue

Analytics Student Consultant

June 2019 – Dec 2019

- Revamped coupon mailing strategy for Leading Hospitality Business by clustering customers using K-Means and recommended 2 coupons for 2 segments using collaborative filtering leading to 4% estimated increase in headcount
- Recommended 4 actions for Mall of America to reallocate staff at various locations and times by identifying trends using exploratory data techniques and evaluating their significance using statistical models in R
- Predicted loan defaults for Kaggle Home Default Credit Risk dataset using Light GBM, achieved AUC of 0.78

MERILYTICS (BI and Data Science Consultancy), Hyderabad, India

Associate Consultant (*Client: Leading US based fitness studio chain*)

July 2018 – April 2019

- Initiated the idea of an efficient data warehouse for a fitness studio chain which translated to a business worth of \$80K
- Led a cross-functional team of 5 in end-to-end development of Business Intelligence solution using 40+ AWS Data Pipelines (ETL service), Python scripts, SQL and Tableau in an agile framework
- Defined 15 new metrics to evaluate business performance by partnering with senior management and analytics team
- Empowered operations and marketing teams with 30 self-serving BI dashboards to track customer headcount and spend
- Designed Tableau crash course to train 50+ analysts and mentored 5 teams on Power BI, SSAS, SQL

Senior Business Analyst, Data Science

July 2017 – June 2018

- Led a team of 4 analysts in designing experiments and performing 5 A/B tests to measure the impact of promotional offers on user's lifetime value and identified the optimal promotional offer which increased yearly revenue by \$270K
- Automated weekly reports and reduced turnaround time of ad-hoc requests by 30% using SSAS tabular model
- Forecasted weekly demand for 20 locations by building ARIMA model in R with an accuracy of 83%
- Recommended optimum price for a product by estimating the causal effect of price on demand for various customer segments using the fixed-effects model and designed experiments at 3 locations which increased revenue by \$170K
- Developed an anomaly detection system for time series data using GESD in R to reduce errors in monthly reports by 7%

ENERGO PRODUCTS LIMITED, Delhi, India

Assistant Manager, Products

August 2015 – June 2017

- Extracted actionable insights from open-ended questions for executive management to influence strategy and drive roadmap decisions by performing root cause analysis and uncovering growth opportunities, increased profits by 400%
- Established new relationships with customers and vendors to increase orders by 170% and lowered project costs by 13%

PROJECTS

Trends Marketplace (1st among 22 teams): Demonstrated the importance of Graph Theory in identifying high potential employees, hidden influencers and communities in an organization using WhatsApp chat data in Python

MinneMUDAC Case Competition: Extracted sentiments from soybean tweets using Text blob and forecasted soybeans futures using XGBoost, and LSTM with MAPE of 0.2/stock in Python resulting in potential savings of \$5,200 per farmer

Unearthing the potential of video logs: Built an automated pipeline for analyzing footfall & sentiments of customers in various sections of stores by building dynamic heat maps from CCTV footage utilizing OpenCV, AWS Rekognition, and S3

Churn Prediction: Built a ML pipeline in PySpark to predict churn rate using Logistic Regression, achieved AUC of 0.72