

Pavan Sabnaveesu

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Professional Summary

Experienced Senior Data Analyst 5+ years of expertise in data analytics and predictive modeling, using python, SQL, and Power BI. Proven track record in enhancing customer loyalty, effective marketing reporting, and driving data-driven marketing strategies, resulted in significant improvements in customer acquisition, retention and engagement.

Education

Texas A&M University, Master of Science, Computer Science

CGPA: 3.81/4.0

Technical Skills

Programming & Databases : Python, SQL, R, PostgreSQL, MS Excel

Data Visualization & DevOps : Tableau, Power BI, Matplotlib, Seaborn, Plotly, ETL Pipelines

Machine learning : NumPy, Pandas, Scikit-Learn, TensorFlow, PyTorch, XGBoost, Regression

Work Experience

Senior Data Analyst, NEXT ROW Private Limited

July 2021 – Dec 2022

- Developed demographic-based predictive model and count models for customer loyalty, improving data-driven marketing strategies and increased campaign response rate by 3%
- Managed large datasets using Big Query and Python for customer segmentation, resulting in a 20% increase in customer retention and an 8% improvement in engagement from personalized journeys
- Created customer cohort performance dashboards using SQL, and Power BI to track both in-store and online KPIs, optimizing channel performance by measuring product and category KPIs across campaigns
- Implemented end-to-end ETL pipelines using SQL for data preprocessing, normalization, and feature engineering, optimizing customer behavior prediction and loyalty assessment with Negative Binomial Distribution regression model
- Conducted quantitative analysis of customer segmentation and response metrics, shaping retention, reactivation, and engagement strategies aligned with business objectives
- Crafted and presented dynamic Power BI dashboards that visualized key trends and metrics from the scraped data, directly supporting business strategies and operational improvements
- Designed interactive Power BI dashboards to visualize purchasing trends, revenue insights, and marketing expenditures, enabling strategic decision-making
- Spearheaded anomaly detection process using Python (Isolation Forest, DBSCAN) to identify outliers in large datasets, improving data reliability and decision-making accuracy
- Forecasted retail sales using ARIMA-based models, optimizing inventory management by accounting for seasonal trends and enhancing stock level accuracy
- Collaborated proactively with cross-functional teams in launching new brands, facilitating seamless data and analytics support, and ensuring the integrity of the automated reporting

Data Analyst, Meslova Systems Private Limited

Sept 2018 - June 2021

- Reduced ad-hoc reporting requests through automation and self-service Tableau dashboards, enabling data access for cross-functional such as marketing, regional leadership and store ops teams
- Orchestrated comprehensive ETL pipelines to preprocess and normalize datasets, facilitating targeted feature engineering for customer behavior prediction
- Improved a likelihood-to-lapse prediction model to 85% accuracy, leveraging feature engineering, grid search, and cross-validation for enhanced predictive precision
- Automated data extraction and transformation workflows using SQL, resulting in 50% reduction in manual reporting time through real-time Tableau dashboard updates
- Analyzed customer feedback to develop improvement strategies, increasing customer satisfaction by 10%