Pranay Biroju

Decision Scientist

Analytics professional with almost 2 years of experience working in client facing role with experience in retail industry. I am looking forward for challenging roles with opportunities to enhance my technical, business and analytical skills

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WORK EXPERIENCE

Decision Scientist
Mu Sigma

06/2019 - Present   *Bangalore*

US | WORLD'S LARGEST SPORTSWEAR RETAIL | MARKETPLACE ANALYTICS

Price Elasticity
- Collaborated with **Demand Sensing team** to get the **price elasticity** at Store x product granularity helping them to flush out excessive inventory during Coronavirus outbreak across the world
- Iterated over granularities and tested 3 different **regression models** - **Ordinary Least square, Poisson** and **Negative binomial** - to get the most suitable value of price elasticity for different products at different locations
- Performed **Backtesting** exercise for pre COVID timeframe and provided insights on how price elasticity of products varies with time
- Classified products as per the **elasticity** and **volatile** nature using dashboards

COVID Analysis
- Analyzed the **impact of COVID-19** at a country level on sales of offline and online retail channels
- Created dashboards to compare the trends of several **KPIs** inline with increasing COVID cases and suggested insights based on comparison between **pre** and **during COVID timeframe**

RFID Impact Analysis
- Performed **Lift Analysis** on several business KPIs to quantify the impact due to implementation of RFID inventory tagging system in 6 particular stores in US
- Conducted **Root Cause Analysis** to pin down the reason for hike in actual sales of 2 particular stores as compared with respective forecast sales where RFID tracking system has been implemented

High Heat Products
- Worked directly with the **Senior Director** to assess over the findings, impacts for the newly launched limited edition footwear
- Compared over the sales, units, launch methods of limited edition of products over the period of time to identify the key metrics so that high heat team could plan their launch better
- Created dashboards and python notebooks for the top people to compare and analyze the **performance of high heat products**

EDUCATION

B.Tech (Mechanical Engg)
Visvesvaraya National Institute Of Technology, Nagpur   6.98 CGPA

2015 - 2019

Intermediate
Sri Chaitanya Jr College, Telangana State Board of Intermediate Education   97.5%

2013 - 2015

TOOLS & TECHNOLOGIES

SQL (Snowflake)   Python   Tableau

Excel   HTML   R

SKILLS

Statistics - Descriptive & Inferential

Linear regression, Hypothesis

Testing, Data Visualization, EDA

and Imputation methods

EXTRACURRICULAR ACTIVITIES

President of Photography Club- VNIT, Nagpur (2017 - 2019)
Shot commercials for local Fashion Industry, Conducted workshops for photography enthusiasts, Organized photo contests

LANGUAGES

English
Full Professional Proficiency

Hindi
Professional Working Proficiency

Telugu
Full Professional Proficiency

INTERESTS

Photography   Statistics

Machine Learning