

Prithavi Chand

Business Analyst – Data Science

Experienced Analyst with a demonstrated history of working in the management consulting industry and executing data-driven solutions to serve business needs. Competent in Data mining & Modeling, Machine learning, Business Analytics and Data visualization

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📞 9897644538

📍 Pune, India

WORK EXPERIENCE

Business Analyst – Data Science

64squares

08/2018 – Present, Pune

Prediction of eco-distress and behavioral changes for a supermarket chain

- Built tree based model to predict future economic distress (data based definition) at household and regional level and studied distress impact on shopping behavior
- Divided customers into various cohorts and forecasted revenue using hierarchical time series to visualize revenue trends and flow of households across cohorts
- Performed ETL operations in Snowflake, modeling in Python and visualizations in Power BI and automated the whole process to refresh regularly; aiding in customer retention

Bid recommendation and ROAS maximization

- Developed ML framework deployable for multiple accounts on AWS to improve bidding recommendations for keywords to help clients achieve target constraints and improve coverage
- Responsible for maximizing the ROAS by predicting income using Random Forest and performing spend simulation
- Performed anomaly detection and designed a monitoring framework to set pause/continue triggers for optimizing ads performance
- Achieved 30% qtr. increase in profits by optimizing bid and minimizing operational costs

UPC mapping for a retail supply chain solutions provider

- Captured the variants of different liquor stores menu and matched them with the standard catalog using text similarities and attributes extraction
- 73% of the data matched accurately helping suppliers in efficient inventory management and replenishment
- Also forecasted units in stock based on past usage to understand demand perspective better

Segmentation analysis for a management consulting firm

- Created multiple segments to group similar countries based on demographic, economic and lifestyle attributes
- Performed PCA and hierarchical clustering in R to form different groups
- Provided automated script to take few inputs and generate outputs in simple yet interactive manner, appreciated by client for efforts

Associate Consultant

Capgemini

08/2017 – 07/2018, Chennai

Handling web application for one of the leading insurers

- Worked as Java developer for a web based platform to ensure smooth business transactions between P&C carriers
- Fixed bugs and implemented enhancements that significantly improved web functionality and speed
- Responsible for report generation and coordinating with over 20 members to ensure regular changes and updates

Data Analyst

Timesaverz

05/2016 – 07/2016, Mumbai

Consumer spend analysis

- Built a regression model in R to predict what kind of orders are more likely to get completed
- Generated reports and visualizations to analyse customer spend, transaction frequency, most shopped products etc
- Identified loyal customers and their behavioral attributes

Education

B. Tech, IIT Roorkee

Metallurgical and Materials Engineering

2013 - 2017

Skill-set

Machine Learning

Python

R

Excel

SQL

Power BI

Accolades and Achievements

- **National runner-up** in data analytics competition, EXL Excellence Quotient organized by EXL (2016)
- **Oracle certified associate**, cleared Oracle certification program (2017)
- Among top **0.5%** out of 1.3M students in JEE Mains'13 and top **3.3%** out of 0.15M students in JEE Advanced'13
- **93+** Percentage in HSE and SSE

Academic Projects

- **Analysis of consumer behaviour in tourism websites, IITR**: Studied factors affecting customer choice of one website over other using SPSS
- **Forecasting India VIX, IITR**: Predicted movement in next trading day's volatility with the help of India VIX

Extra Curricular Activities

- **Executive Member, Pragati Cell, NSS, IITR**: Led a team of 40+ students, organised activities to educate children, check progress of government schemes, make villagers aware of their rights, run campaigns like blood donation
- **Coordinator, Cognizance'15**: Managed and publicized "Ideaz" event of department

Certificates and Extra Courses

- The Analytics Edge - Edx
- Machine Learning – Andrew Ng
- Data science with R – Datacamp
- Applied data science with Python – University of Michigan
- Marketing Research - IIT Roorkee