Priyanka Raghunathan

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PROFESSIONAL EXPERIENCE

Junior Data Scientist — April 2023 – August 2024
Quation Solutions Pvt Ltd — *Mumbai, India*

- Optimized SQL data models and database schemas in **Amazon Redshift**, improving query performance by 40% and reducing ETL pipeline runtimes by 20% across Retail and CRM domains
- Performed customer segmentation on 30 million records using **machine learning** clustering algorithms (K-means, RFM analysis) in Python and SQL, driving **$36 million** in incremental revenue through targeted campaigns
- Engineered **XGBoost**-based machine learning models for propensity scoring in cross-channel marketing, increasing campaign conversion rates by 20% while reducing digital advertising costs
- Designed Tableau dashboards with Redshift, saving 10+ hours weekly while delivering real-time KPI insights
- Applied **A/B testing** and statistical analysis on digital ad campaigns, driving 25% improvement in conversion

Data Analyst — July 2022 – April 2023
Convergytics Solutions Pvt Ltd — *Mumbai, India*

- Processed and analyzed regional data in Netezza through ETL operations, extracting customer insights that informed business strategy optimization across 11 regions
- Streamlined end-to-end reporting using **Python**, Excel and R, reducing manual effort by 40% and delivering accurate weekly/monthly reports on customer purchasing behavior
- Implemented **A/B testing** for marketing campaigns to evaluate promotional strategies, achieving 45% higher customer walk-ins via targeted campaign optimization
- Maintained data systems achieving 4.9/5 NPS and 95% TAT while delivering customer analytics insights

TECHNICAL SKILLS

Programming Languages: SQL (PostgreSQL, MS SQL Server), Python (TensorFlow, Keras, OpenCV), R
Machine Learning & AI: Predictive Modeling, Deep Learning, Clustering, NLP, Computer Vision
Data Visualization & Cloud Tools: Tableau, Power BI, Excel, Qlik, Amazon Redshift, AWS
Statistical Analysis & Testing: Statistical Modeling, Forecasting Techniques, Regression Analysis, A/B Testing

EDUCATION

Northeastern University — Boston, MA
Masters in Analytics, GPA: 3.89/4.0 — *September 2024 – December 2025*

- Relevant coursework: Database Management, Data Mining, Data Visualization, Applications of AI

University of Mumbai — Mumbai, India
Bachelor of Commerce, GPA: 9.68/10.0 — *July 2019 – June 2022*

- Relevant coursework: Comp. Systems & Applications, Finance, Probability & Statistics, Econometrics

PROJECTS

Wildfire Detection Using CNN | *Python, TensorFlow, Keras, OpenCV, Grad-CAM* — June 2025 – Present

- Trained a **CNN** model in TensorFlow/Keras to detect wildfire in RGB images using **21K** real-world samples
- Achieved **95%+** classification accuracy and integrated Grad-CAM visualizations for interpretability

NLP-Based Financial Chatbot | *Python, NLP, Flask* — January 2025 – May 2025

- Built an **NLP**-powered Flask chatbot to process financial queries using multi-year 10-K data from tech companies
- Integrated rule-based NLP and Pandas workflows to compute financial metrics like ROE and revenue in real-time

Boston 311 Service Request Analysis | *PostgreSQL, SQL, Tableau* — September 2024 – December 2024

- Analyzed Boston 311 data using advanced SQL (CTEs, window functions) to evaluate trends and resolution times
- Identified complaint patterns and departmental inefficiencies to recommend process improvements

HONORS & CERTIFICATIONS

Power BI Data Analyst Associate (PL-300): Microsoft, February 2025
Academic Excellence Merit Scholarship: Northeastern University, 2024 ($7,243)