Pravin Kumar Sakthivel

Email address: pravin986@gmail.com
Web: https://pravinks94.github.io/
GitHub: https://github.com/pravinks94
LinkedIn: https://www.linkedin.com/in/pravinks94/

PROFILE

Experienced Data Scientist with over 4 years in the industry, offering expertise in CPG, automobile, and social journalism domains. Proven ability to collect, manipulate, analyze, and interpret large datasets to develop and implement data-driven solutions. Proficient in machine learning, statistical analysis, and data visualization. Strong communication and mentoring skills.

SKILLS

ⓘ TECHNICAL SKILLS

Python	SQL	Machine learning
Statistics	A/B Testing	Mode
Looker	Deep Learning	Excel
Git	Streamlit	Markov Chains

ⓘ SOFT SKILLS

Team Management	Project Management	Problem Solving
Quick Learner		

WORK EXPERIENCE

Associate Data Scientist
MathCo

📅 08/2020 – Present   📍 BENGALURU

- Deployed an Assortment Management tool for a CPG client to help Category Strategist in creating priority list for national, channel, and retailer levels using company's in-house dashboard. The tool is able to **improve the efficiency by 70%** in creating priority lists, leading to faster decision-making
- Led the team in System Design, Database Creation, and PEP8 standards implementation for the Assortment Management tool
- Assisted the team in scaling of the data pipeline in order to **accommodate demand transference model for over 200◻ combination** of categories and retailers
- Conducted impactful analysis and Deep Dives, delivering solutions through intuitive dashboards for the Platform, Mobile, and Revenue Teams of a social journalism client, **resulting in a 16% boost in platform engagement** over the next quarter
- Developed an Automated A/B Testing framework with the Mode dashboard, facilitating the creation and testing of over **5 experiments per sprint**. Ensured statistical significance in assessing impact against KPI metrics, encompassing reader metrics, member conversion, and adoption rate
- Engineered a tailored dashboard integrating all pertinent reader metrics, member conversion, and adoption rate, resulting in an increase in the client's ability to actively monitor and analyze ongoing changes in live A/B testing experiments
- Deployed a Price Elasticity model for an Automobile client to help the Brand managers optimize vehicle prices to maximize their share and profit
- Led Hypothesis testing, coupled with EDA, to validate new features for integration into the Price Optimization model, **resulting in a significant 30% increase** in the R2 score
- Spearheaded Knowledge Transfer sessions on Statistics, Python, and SQL for **over 300 interns**.

WORK EXPERIENCE

Analyst Trainee
Cognizant Technology Solutions
📅 08/2018 – 08/2019   📍 CHENNAI

- Ticket Management (ServiceNow) and Monitoring-analyzed, measured, reported, monitored the tickets (Incidents/Service Requests) to improve the efficiency of incident management process by using ServiceNow
- Spearheaded the automating of Monthly Ticket Reporting analysis with the help of Python which reduced time, and effort by 8 hours
- Headed weekly analysis meetings, aimed at enhancing efficiency, and capacity planning within the team

AWARDS

Annual Team Excellence Award
MathCo
📅 09/2023

Annual Culture Award
MathCo
📅 09/2022

Superman Award for contribution to L&D
MathCo
📅 01/2022

CERTIFICATES

Zero to GAN ￼ Deep Learning Course
Jovian ML
📅 07/2020

Python For Computer Vision using OpenCV and Deep Learning
Pierian Data- Udemy
📅 01/2023

GitLab Certified Associate
GitLab
📅 12/2021