

PRANAY SINGLA

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EDUCATION

UCLA Anderson School of Management Los Angeles, CA
Master of Science in Business Analytics (MSBA) (STEM designated) Sep 2019 – Dec 2020

- Machine Learning, R, SQL and Database Management, Optimization, Prescriptive Modeling, Customer Analytics, Operations Analytics, Competitive Analytics, Big Data, Predictive Modeling

Maharaja Agrasen Institute of Technology (MAIT), GGSIPU Delhi, India
Bachelor of Technology, Information Technology (IT) Aug 2014 – May 2018

- Probability, Calculus, Linear Algebra, Statistical Methods, Data Structure, Database Management Systems

SKILLS

- Languages:** R (dplyr, tidyverse, ggplot2), Python (scikit-learn, matplotlib, numpy, pandas), SQL, Java, C++
- Technologies:** Jupyter, Tableau, Power BI, AWS, MS Excel, PowerPoint, R Shiny, Gurobi, Docker, Snowflake
- Expertise:** Machine Learning, Data Science, Regression, Clustering, Classification, Time-Series Forecasting, Exploratory Data Analysis, Data Visualization, A/B Testing, GLM, Data Mining, Decision Trees

PROFESSIONAL EXPERIENCE

Mu Sigma Bengaluru, Karnataka, India
Decision Scientist Aug 2018 – Jul 2019

- Increased forecast accuracy by 10% for a portfolio of more than 100k products for a B2B med-tech client by building time series models such as ARIMA, Croston and Holt-Winters in R.
- Automated forecasting process by building a dashboard in R Shiny; increased efficiency and reduced execution time of entire process by 70% through parallel processing by using R's 'doparallel' library to utilize all available cores, saving three days per week of work.
- Recommended strategies to use sentiment analysis for predicting customer behavior in market to client's senior management, leading to additional engagements worth \$80k over three months.
- Received Spot Award for excellence and accountability.

FollowYourSport Gurugram, India
Content Writing Intern Dec 2016 – Jan 2018

- Authored 50+ articles on sports analytics covering player/team performance, statistics and fantasy football.
- Regularly featured in list of top 20 articles with most engagement across the website.

ANALYTICS PROJECTS

Data Management Project | UCLA Anderson School of Management Feb 2020 - Mar 2020

- Recommended complete analytical structure to a company involving ETL pipeline setup and operational data warehousing solution for customer order data.
- Cleaned and transformed raw data using SQL queries, taking data from AWS RDS database and setting up data warehouse in Snowflake. Created star schema for better data integration using fact and dimension tables.
- Created dashboards in Tableau with sales, order fulfilment/cancellation and inventory visualizations; presented operational insights at client, customer, product and store levels to facilitate business decisions.

Adidas Data Challenge | UCLA Anderson School of Management Oct 2019

- Developed a universal super scale for male and female t-shirt sizes to help consumers with fast and accurate sizing information online. Identified six different clusters using Kmeans algorithm on ANSUR II data.

Customer Churn Analysis | Mu Sigma Aug 2018 – Sep 2018

- Identified major factors causing customer churn for a telecom company using Exploratory Data Analysis and Hypothesis Testing; Built dashboard in Excel showcasing results.
- Predicted upcoming attrition using logistic regression and recommended best practices for customer retention.

LEADERSHIP

Techsurge (annual technical festival), MAIT Mar 2017

- Led a six-member team to organize 'Mock Soccer Transfer' event. Designed metrics to optimize points calculation.

Rotaract Blood Donation Camp, MAIT Oct 2016

- Co-chair for event publicity. Achieved record donations of 800+ units of blood.