

Priya Raman

Data Analyst / Data Scientist

CONTACT

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TECHNICAL SKILLS

Languages: Python, SQL, R
Libraries: Pandas, NumPy, Scikit-learn, XGBoost, Statsmodels
BI & Viz: Tableau, Power BI, Looker, Matplotlib, Plotly
Data Platforms: Snowflake, BigQuery, PostgreSQL, Redshift, Airflow, dbt
Statistics: A/B Testing, Regression, Forecasting, Hypothesis Testing, Segmentation
Tools: Excel (Advanced), Git, Jupyter, Jira

EDUCATION

M.S. in Data Science
University of Illinois Chicago
2022 · GPA 3.8/4.0
B.S. in Statistics
Purdue University
2020

CERTIFICATIONS

Google Data Analytics Professional Certificate
Tableau Desktop Specialist
Microsoft PL-300: Power BI Data Analyst

PROFESSIONAL SUMMARY

Data professional with 3.5 years of experience turning complex data into measurable business impact across retail and e-commerce. Skilled in SQL, Python, predictive modeling, experimentation, and executive dashboards. Delivered analyses and models that grew revenue by \$2.4M and reduced customer churn by 14%.

PROFESSIONAL EXPERIENCE

Data Scientist Mar 2024 – Present
Meridian Retail Group — Chicago, IL

- Built an XGBoost churn-prediction model (AUC 0.89) powering retention campaigns that reduced churn by 14% and saved \$1.1M annually.
- Designed and analyzed 20+ A/B tests on pricing and checkout flows, lifting conversion by 9% and adding \$2.4M in annual revenue.
- Developed demand-forecasting models that cut forecast error by 22% and reduced overstock costs by \$380K.
- Automated ETL pipelines with Airflow and dbt on Snowflake, saving 15 analyst hours per week.
- Built an executive KPI dashboard in Tableau tracking revenue, margin, and retention for 8 business units.
- Presented insights to VP-level stakeholders and partnered with Product, Marketing, and Finance.

Data Analyst Aug 2022 – Feb 2024
BlueHarbor Commerce — Chicago, IL

- Built 12 Tableau and Power BI dashboards tracking sales, funnel, and retention KPIs for 200+ business users.
- Wrote optimized SQL on 50M+ row datasets, reducing report runtime from 40 minutes to 6 minutes.
- Performed customer segmentation (K-Means) that improved email campaign click-through rate by 31%.
- Automated weekly performance reports in Python and Excel, eliminating 10 hours of manual work each week.
- Established data-quality checks that reduced reporting errors by 40%.

KEY ACHIEVEMENTS

- Named Analytics Team "Impact Award" recipient (2025) for the churn model and retention program.
- Trained 25+ business users on self-service dashboards, increasing BI adoption by 60%.
- Cut month-end reporting from 5 days to 1 day through automated data models and validation.

SELECTED PROJECTS

- Customer Lifetime Value Model:** Python (BG/NBD, Gamma-Gamma) model to rank customers by value; adopted by Marketing for budget allocation.
- Sentiment Analysis of 100K Reviews:** NLP pipeline (TF-IDF, logistic regression, 91% accuracy) with a Streamlit dashboard.