

Pranav Amit Mody

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SUMMARY

Data & Business Analyst with 5+ years of experience turning complex data into actionable insights using SQL, Python, Power BI, Tableau, and Looker. Proven success building AI models, marketing analytics, and KPI dashboards that boosted retention, streamlined operations, and supported high-impact business decisions across startups, academia, and enterprise.

EDUCATION

The University of Texas at Dallas, Dallas, USA Jan 2023 - Dec 2024
Master of Science, Information Technology and Management
Relevant Coursework: Data Visualization, Business Intelligence, Data Warehousing, Advanced Statistical Analysis
University of Mumbai, Mumbai, India Jun 2014 - Jun 2018
Bachelor of Engineering, Electronics and Telecommunications

SKILLS

Analytics & Visualization: Power BI (DAX, Power Query), Tableau, Looker, Excel (Advanced), Google Analytics
Programming & Databases: SQL, Python, R, Snowflake, HTML, JavaScript, Oracle, dbt, BigQuery, PostgreSQL
Cloud & Tools: AWS (Certified Solutions Architect SAA-C03), Azure Data, GCP, Jira, GitHub, Postman, Salesforce CRM
Business & Methods: Requirements Gathering, KPI Design, A/B Testing, Data Modeling, Stakeholder Reporting, Agile/Scrum
AI & Machine Learning: Predictive Modeling, Regression, Classification, Clustering, NLP

PROFESSIONAL EXPERIENCE

Data Analyst (AI Products) | Holiday Channel, Remote, USA Feb 2025 - Present

- Programmed and deployed AI recommendation and classification models using Python, OpenAI APIs, and Streamlit, improving product discovery by 15% CTR on the seller marketplace.
- Built and managed PostgreSQL databases and Looker dashboards, enabling real-time insights for leadership and reducing ad-hoc data requests by 30%.
- Collaborated with cross-functional teams in Scrum (ClickUp/Google Colab) to define requirements and consistently deliver AI-driven features within planned sprints.
- Integrated APIs and NLP for automated product classification, streamlining workflows and reducing manual tagging.

Data Analyst (Web & Marketing) | The University of Texas at Dallas, Dallas, TX Aug 2023 - Dec 2024

- Optimized SEO and website analytics using Google Analytics, SQL, and WordPress CMS, driving a 20% increase in organic traffic and higher student engagement.
- Conducted A/B testing for marketing campaigns and content placement, improving conversion rates by 11%.
- Built SQL-based reports to monitor KPIs and created executive summaries, streamlining decision-making for leadership.
- Partnered with IT and marketing to document requirements and implement web enhancements, reducing load time by 25%.
- Developed time-series forecasting models in Python/R to support traffic and campaign planning decisions.

Senior Data Analyst (Customer Support) | Newfold Digital, Mumbai, India Jul 2018 - Nov 2022

- Designed and automated live Power BI and QuickSight dashboards for 30+ KPIs with 5-minute refresh, enabling real-time monitoring of calls, chats, and tickets and boosting self-service adoption 35%.
- Analyzed Salesforce CRM data to identify recurring issues, leading to chatbot automation that cut support tickets by 15%.
- Collaborated with operations and engineering using Jira, improving backlog tracking and reducing rework by 20%.
- Delivered monthly performance insights to executives, guiding staffing and training strategies that improved service efficiency, informed decision-making, and ultimately enhanced overall customer satisfaction.
- Implemented data governance and validation checks across SQL, Power BI, and QuickSight pipelines, improving reporting accuracy and KPI integrity by 20%.

PROJECTS

Solitaire Game Analytics Dashboard (Power BI): Created a Power BI dashboard on synthetic game data covering churn journeys, retention cohorts, and LTV forecasts, enabling UA teams to track engagement and monetization KPIs.
Finance Hackathon Loan Approval Model (Python & Flask): Developed an ML-driven loan eligibility app with end-to-end data cleaning, feature engineering, and hosting in Flask, achieving 81% accuracy and reducing manual underwriting effort.
Customer Complaint Analytics (Tableau): Designed Tableau dashboards on 50k+ complaint records with calculated fields, trend analysis, and geographic heat maps, uncovering root causes and reducing repeat issues by 22%.
Sentiment Analysis (Python & NLP): Engineered an NLP model in Python to classify customer reviews, uncovering key drivers of positive and negative sentiment for business insights