

# Pranav Amit Mody

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## SUMMARY

Data & Business Analyst with 5+ years of experience in SQL, Python, BI tools, and AI analytics. Skilled in delivering decision-ready insights, automating reporting, and building interactive dashboards. Adept at cross-functional collaboration, KPI design, and data storytelling to drive revenue growth, retention, and operational efficiency across diverse industries.

## EDUCATION

**The University of Texas at Dallas**, Dallas, USA

Jan 2023 - Dec 2024

*Master of Science, Information Technology and Management*

**University of Mumbai**, Mumbai, India

Jun 2014 - Jun 2018

*Bachelor of Engineering, Electronics and Telecommunications*

## SKILLS

**Data Analytics & Visualization:** Power BI (DAX, Power Query, Data Modeling), Tableau, Excel, Looker, Google Analytics

**Programming & ML:** SQL (Joins, CTE, Window functions), Python (NumPy, Pandas, scikit-learn, Streamlit), R, HTML, JS

**Cloud & Databases:** AWS (SAA-C03 Certified), Snowflake, Azure, GCP, MySQL, MS SQL Server, Oracle

**Tools:** Jira, SharePoint, Atlassian, ClickUp, SSIS, Google Search Console, GitHub, Postman, Figma

**AI/ML Specialties:** OpenAI, LangChain, RAG, LLaMA, NLP (TF-IDF, cosine similarity), Hugging Face, FAISS

## PROFESSIONAL EXPERIENCE

**Data Analyst (Product) | Holiday Channel**, Remote, USA

Feb 2025 - Present

- Performed data mining, cleaning, and structuring of recipe and user datasets (Python, SQL) to develop a Gen AI assistant (RAG, LangChain, LLaMA, FAISS), boosting repeat sessions 24%.
- Partnered with product managers to define success metrics for new features, ensuring analytics tracked retention, engagement, and monetization impact.
- Built executive-facing Looker dashboards with real-time product performance KPIs, enabling C-level stakeholders to make faster, evidence-based investment decisions.
- Implemented A/B testing process to measure feature impact, enabling around 3 experiments per quarter and supporting decisions with statistically significant results.

**Data Analyst (Web & Marketing) | The University of Texas at Dallas**, Dallas, TX

Aug 2023 - Dec 2024

- Created predictive lead-scoring models for academic program inquiries using Python (Pandas, scikit-learn) with Google Analytics and Search Console data enrichment and external datasets, improving conversion rates from 3% to 5.4%.
- Orchestrated SEO and analytics automation across 6 departments, boosting organic traffic 20% and eliminating 40% of manual reporting time.
- Analyzed user journeys via SilkTide heatmaps and Tableau, identifying high-exit pages and informing redesign that improved average session duration by 18%.

**Business Analyst | Newfold Digital**, Mumbai, India

Jul 2018 - Nov 2022

- Led the design and automation of ETL workflows processing 1M+ Salesforce CRM records daily, improving reporting accuracy by 30% and reducing customer churn by 11%.
- Acted as liaison between business stakeholders and data/engineering teams to translate requirements into technical specs, driving 15+ analytics and automation projects annually.
- Spearheaded rollout of IVR and Dialogflow AI chatbot systems, cutting average support wait time from 6 to 2 minutes.
- Upskilled 20+ employees on self-service analytics tools, increasing adoption by 35% and reducing report requests by 25%.

## ACADEMIC PROJECT EXPERIENCE

**Data Analyst Assistant (Python)** Developed a Python-based analytics toolkit to automate dataset ingestion, cleaning (pandas), KPI computation, and visualization, reducing time for ad-hoc queries by 65% and improving reporting accuracy by 30%.

**Operational Metrics & Insights Dashboard:** Built an Excel KPI dashboard with Python-based EDA to consolidate weekly metrics, analyze trends, and deliver insights, reducing reporting time by 8 hours/week and boosting decision efficiency.

**Customer-Complaint Tableau:** Built Tableau dashboards analyzing 50k+ customer complaints by category, channel, and severity, uncovering root causes and driving changes that reduced repeats by 22% and improved SLA from 85% to 94%.