

# Venkata Sai Praneeth Kandula

[praneeth.jm@gmail.com](mailto:praneeth.jm@gmail.com) | [linkedin.com/in/praneethkandula](https://www.linkedin.com/in/praneethkandula)

---

- **Data Science and Analytics professional** with over **seven years** of experience developing **Analytics and Machine Learning** solutions to uncover **patterns**, answer critical **business questions** leveraging large scale data.
- Extensive expertise with **SQL, Python and R** to solve complex **business problems** and deliver **impactful solutions**, coupled with a deep knowledge of **Machine Learning algorithms** and advanced **Statistical Analysis Techniques**.

## EDUCATION

**UNIVERSITY OF SOUTH FLORIDA, Tampa, FL**

Master's degree in Business Analytics and Information Systems

**Relevant Coursework: Data Visualization, Data Science Programming, Statistical Data Mining**

**(Graduate Teaching Assistant** - Mentored more than 700 Undergraduate majors guiding them through projects related to MS Excel, Tableau, MS Access and IBM Watson.)

DEC 2018

**GPA – 3.9**

**NATIONAL INSTITUTE OF TECHNOLOGY, Calicut, India**

Bachelor's degree in Computer Science Engineering

MAY 2014

GPA - 3.8

## RELEVANT SKILLS

- **Database: MySQL, BigQuery SQL, Teradata**
- **Languages: Python:** numpy, pandas, scikit-learn, Keras, TensorFlow for ML; **Hugging Face, LangChain** for LLMs  
**R:** R Studio, RShiny, ggplot, plotly, dplyr
- **Cloud: Google Cloud Platform – BigQuery, DataPrep, Vertex AI, Kubeflow Pipelines**
- **Business Intelligence: Tableau, Adobe Analytics, Looker Studio, Splunk, MS Excel Reporting**

## PROFESSIONAL EXPERIENCE

**Best Buy, Richfield, Minnesota**

**Senior Data Analyst, Enterprise Fraud Decisioning**

**JUL 2022 – Present**

- **Developed and deployed a Gradient Boosting Machine Learning model** utilizing customer **Clickstream** behavior data for fraud detection, reducing reliance on manual review processes while achieving a **5% reduction** in false positive rate, enhancing both efficiency and accuracy in fraud prevention.
- **Analyzed Digital and Clickstream data** to uncover actionable insights into customer behavior, pathing, and funnel performance, leverage insights to **identify fraud patterns** and user **friction points**, driving strategies that **balance customer experience and conversion against fraud losses**.
- **Leveraged deep expertise in SQL and Python** to extract, transform, and analyze large datasets, build **data pipelines and Workflows** resulting in a **60% reduction in processing time** significantly improving efficiency and effectiveness.
- Collaborated with the Experimentation team to **Design and Execute data-driven A/B Tests** to identify opportunities for **optimization**, improve key performance indicators (KPIs), and **refine operating strategies**.
- Collaborate with Engineering and Data Science teams to **acquire new data points, develop novel analytics and machine learning solutions**, bridging existing gaps and unlocking new modes of operation.
- Delivered **training and mentorship** to analysts and Senior Leadership, on the utilization and adoption of **Business Intelligence tools (SQL, Tableau, Looker Studio) for data analysis and visualization** enabling them to create **self-service reporting and dashboards** in alignment with the long-term data goals for the team.

**Data Analyst, Enterprise Fraud Decisioning**

**APR 2019 – JUL 2022**

- Perform **Data Analysis** on **large scale** retail e-commerce user and transactional data to **identify patterns and key insights** that help inform fraud policies contributing to BestBuy's anti-fraud risk engine; **Analyze and evaluate** the effectiveness of existing **fraud detection rules, models and optimize** the same.
- Create **Business Intelligence Reports and Dashboards** to track/monitor high level fraud trends, behavior patterns, and financial metrics to inform and **guide senior leadership**.
- **Develop Real-time Business Intelligence dashboards** to keep track of business KPIs; Create and maintain analytics tools and solutions for enterprise reporting, integrate various business components from multiple data sources.
- Partner with Engineering, Product and Operations teams to **conceive, design & monitor fraud risk strategies** to mitigate enterprise fraud risk and deliver superior customer experience.

## Bank of America, Tampa, Florida

### Data Analyst Intern

AUG 2018 – Dec 2018

- Utilized **statistical data analysis** techniques; **Hypothesis testing** to document and develop data analysis methodologies and formulate quantitative signals, **Predictive modeling to build models** leveraging **Regression, Decision Trees and Random Forest Techniques using R and Python**.
- **Developed R scripts to Obtain, Aggregate and Clean large-scale** social media **data** from different formats and sources, converted raw unstructured data to generate high-quality data sets.
- Performed **Exploratory Data Analysis (EDA)** to understand trends around social media events and **identified variables** and factors that have the most impact on volumes.
- Successfully **developed innovative metrics and KPIs to formulate strategies and recommendations which** helped the company make **more informed decisions**.
- Constantly **communicated** with the Enterprise Media Monitoring team to understand business requirements and **present findings and complex technical data analysis ideas**.

## Amazon.com, Hyderabad, India

### Fraud Risk Analyst

SEP 2014 – MARCH 2016

- **Analyzed large scale historical and transactional Customer data to predict fraudulent customer behavior** on Amazon marketplace to mitigate losses ranging up to \$25,000 per transaction.
- Collaborated with statisticians and Data Scientists to **build predictive/statistical models, perform ad-hoc data analysis including cluster analysis to identify trends and opportunities to drive business decisions**.
- Developed **innovative executive dashboards, scorecards, and BI reports** using **Tableau and Alteryx** to monitor/improve departmental strategies and objectives, which also saved a lot of Excel based data processing and enabled effective data Visualization.
- Designed and executed multiple **KAIZEN Projects** allocated to only the top performers in their respective teams one of which directly led to increase in **savings of up to 30% annually**.
- Acted as a **Subject Matter expert** on Fraud Strategies, **mentored & cross trained new hire teams**.

### Fraud Risk Analyst Intern

- **Developed expertise** in buying patterns, customer behavior, payments, and **identifying fraudulent activity in a card not present environment**.
- Gained expertise querying large scale databases **using complex SQL scripts for joining data from multiple relational databases and performing data analysis**.
- **Analyzed fraudulent chargeback data** to create reports, rules for fraud system to ensure that chargebacks and dispute rates are maintained in-line with company goals.

## PORTFOLIO

Medium Blog: <https://praneeth-kandula.medium.com/>

Tableau Public Portfolio: <https://public.tableau.com/profile/praneethk>

GitHub Blog: <https://praneethkvs.github.io/>

LinkedIn: <https://www.linkedin.com/in/praneethkandula/>