

Venkata Sai Praneeth Kandula

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

- **More than five years of experience in Risk and Fraud detection.** (Analyzing large scale historical data to **identify trends and patterns, drive decision making and answer critical business questions.**)
- Thorough understanding of the **Data Science pipeline** from data cleaning, transforming, modelling and visualization using R and Python. **Hands-on Experience building and evaluating Predictive models using Statistical and Machine Learning Techniques.**

EDUCATION

UNIVERSITY OF SOUTH FLORIDA, Tampa, FL DEC 2018
Master's degree in Business Analytics and Information Systems **GPA – 3.9**
Relevant Coursework: Statistical Data Mining, Data Science Programming, Data Visualization

NATIONAL INSTITUTE OF TECHNOLOGY, Calicut, India MAY 2014
Bachelor's degree in Computer Science Engineering GPA - 3.8

RELEVANT SKILLS

- **Database: SQL, Teradata, Oracle 11g**
- **Languages: Python** (numpy, pandas, **scikit-learn, Keras, TensorFlow**), **R** (R Studio/Shiny, ggplot, plotly)
- **Cloud: Google Cloud Platform – BigQuery, DataPrep, DataStudio, AI Notebooks**
- **Business Intelligence: Tableau, Splunk, Microsoft PowerBI, MS Excel Reporting**

PROFESSIONAL EXPERIENCE

Best Buy, Richfield, Minnesota

Senior Data Analyst, Fraud Risk **JUL 2022 – Present**

- Analyze large scale data to **optimize fraud rules** to ensure efficiency, effectiveness and impact while **balancing fraud losses vs customer friction vs operations efficiency.**
- Partner with **Machine Learning/Data Science and Engineering teams** to ingest new data points. Design, train, serve and evaluate **machine learning models** leveraging a wide range of quantitative/analytical signals and to drive business value; **interpret and present modeling and analytical results to senior leadership.**
- Proactively identify novel ways to detect fraud. **Leverage and evaluate external vendors and third-party solutions** to enhance business decision making and compliment in-house processes.
- Create **Business Intelligence Reports and Dashboards** to track/monitor high level fraud trends, behavior patterns, and financial metrics to inform and **guide senior leadership.**

Data Analyst, Fraud Risk **APR 2019 – JUL 2022**

- **Perform Data Analysis on large scale retail e-commerce user and transactional data** to **identify patterns, trends, 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.
- **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** in order 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

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

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

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

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