**Pawan Natarajan**

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**Education**

**The University of Texas at Dallas** May 2018

M.S. Business Analytics, *Dean’s Excellence Scholarship, Bob and Ann Kieschnick Fellowship* **3.94/4.0**

**Nagpur University**

B.E. Computer Science**,** *First Division* June 2012

**Business Experience**

**The University of Texas at Dallas,** *Richardson, TX*

Data Analyst *(SAS, Python, Tableau, MySQL, Talend)* Jan 2017 to Present

* **Designed, deployed, and tested an alumni database** in MySQL to aid historical fundraising analysis and future strategy
* **Automated the ETL process** by creating a job in Talend Open Studio connecting 4 disparate data sources to this database
* Identified **KPIs to** **forecast donation behavior** using Lasso regression, **clustered donors based on RFM scores** to prioritize future appeals and **evaluated appeals’ performance** in terms of ROI and donation frequency
* **Incorporated A/B testing** based on phrasing alternatives evaluated on click-through rate in a fundraising campaign on MailChimp **yielding over $11000 in donations**
* Estimated a Fama-French three-factor regression model in Python as part of a research project to draw insights on factor risks in an emerging market using stock information sourced from Yahoo Finance (*Model Accuracy - 83 %*)

**Infosys,** *Bengaluru, India*

SAP Techno-Functional Consultant (*SAP ERP, MS Excel, MS PowerPoint, SQL*) Sep 2013 to July 2016

* Spearheaded 3 major enhancements (using SQL queries and JavaScript) in all phases of ERP lifecycle in SAP e-Procurement and e-Sourcing modules used in 200+ countries worldwide for a Fortune 100 food and beverage firm
* **Reduced the service level breach rate from 14% to 0%** by analyzing incident trends using **dashboards and weekly reports on Tableau** and establishing a clear accountability matrix for interacting functional teams
* **Improved system stability by 20%** by collaborating with cross-functional teams to **conduct root cause analyses on 40+ problem tickets** in the procure-to-pay applications in SAP

**Pmanifold Business Solutions,** *Nagpur, India*

Business Analyst (*Google AdWords, Facebook Ads,* *MS PowerPoint, MS Excel*) Jun 2012 to Jun 2013

* **Actualized a business development strategy** for an IT firm leading in the Geospatial services which resulted in **MoUs with 3 firms** in Middle East and North Africa
* **Conceptualized and built a skills-identification tool** for employability enhancement in 25+ programs using Excel VBA
* Led digital marketing campaigns (Google AdWords and Facebook Ads) for a client’s networking portal resulting in **1200+ registrations in 4 weeks**

**Academic Projects**

* **Credit Card Fraud detection** *(Python – scikit-learn, matplotlib)* Oct 2017

Classified credit card transactions as fraudulent or not by training an ensemble model with Support Vector Machines and KNN achieving a **recall of 92%**, and plotted suitable visualizations (Precision-Recall curve, confusion matrix, etc.)

* **Fake news Classifier** (*Python – Natural Language Processing*)Dec 2017

Extracted news from 2016 US presidential elections using CountVectorizer for text extraction and built a Multinomial Naïve Bayes classifier to classify news as real or fake with an **accuracy score of 89.3%**

* **Hotel cluster recommendation** (*R – dplyr, ggplot2*)Dec 2016

Boosted search to booking conversion rate of new users for a hotel aggregator by building models to analyze historical activities leading to booking and recommend hotel clusters using ensemble, bagging, and boosting algorithms

**Technical Skills**

* **Statistics :** R (dplyr, ggplot2), SAS, Stata, Tableau, MS Excel (Advanced)
* **Programming languages :** Python (Pandas, Scikit-learn, matplotlib), Core Java, XML, C, C++
* **Databases :** MySQL, SQL server, Hadoop framework, Hive, Pig, Oracle, MS Access
* **ERP Tools :** SAP e-Sourcing (5.0-10.0), SAP Supplier Relationship Management (5.0-7.0)