

Purva Prakash Kekan

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EDUCATION

Northeastern University,

Masters in Analytics | GPA: 3.93/4.0

Courses: Predictive Analytics, Big Data Management, Enterprise Analytics, Healthcare/Pharma Data and Applications

Boston, MA

March 2025

Mumbai University

Bachelor of Science in Information Technology | GPA: 8.92/10

Courses: Data Structures, Python, Business Intelligence, NoSQL Database, Project Management

Mumbai, India

May 2023

EXPERIENCE

IpserLab LLC | JetSetGo

Product Data Analyst

Remote, USA

May 2025 - Present

- Defined and prioritized **MVP** scope and user stories to guide **product management** and compliance for an **AI-based trip planner** tool
- Conducted **competitive analysis** of **5+ travel apps** to inform business strategies and analytics for feature ranking and differentiation
- Launched a **user feedback system** to capture insights for product enhancements, compliance, and **business analytics** improvements
- Assessed **50+** AI-generated travel itineraries to optimize product safety, affordability, statistics, and **customer satisfaction**
- Led **prompt engineering** and structured product testing, reducing **AI hallucinations** by **30%** and elevating data quality and compliance

HDFC Bank Ltd

Data Analyst

Mumbai, India

January 2023 – June 2023

- Designed **Tableau dashboards** for portfolio risk metrics on **500 K** records making 50% cuts in review cycles and surfacing default trends
- Automated **ETL workflows** with **Airflow** and **dbt** to support **daily tableau refresh**, minimizing end-to-end process time by **30 %**
- Built PySpark **pipelines** on AWS for **250K** daily transactions, improving data for reporting by **40 %** with real-time reporting analysis
- Implemented **A/B tests** on credit offers using **SQL** and **Python**, driving a **12 % lift** in approval rates and optimizing targeting
- Delivered self serve analytics, improving team agility with solutions grounded in mathematical modeling and **KPI tracking**

Acute Bioscience

Data Analyst

Remote, India

July 2022 – December 2022

- Visualized **Power BI models** using **DAX** to track clinical/operational **KPIs** across **200K records**, enhancing stakeholder insights by **25%**
- Modeled **inventory forecasting** in R achieving **90% accuracy** with improved supply planning and **20%** less stock-out incidents
- Optimized **SQL Server queries** and stored procedures, accelerating data retrieval by **35 %** for time sensitive, **ad hoc analyses**
- Streamlined migrations from legacy systems via **Python** and **Alteryx**, with **40 %** less manual data prep, increasing 20% in data availability
- Empowered **supply-chain** teams with real time **inventory dashboards** and decreasing the holding costs by **15 %** and aligning with compliance and business analytics objectives

PROJECTS

NFL - PlayType Predictive Analytics | [LINK](#)

Python | Scikit-learn | Pandas | NumPy | Matplotlib | Seaborn

- Designed regression models to forecast KPIs based on historical performance metrics, validating outcomes using cross-validation and improved model precision, achieving 92% accuracy in predicting future trends across multiple datasets

Trend Analysis | [LINK](#)

Tableau | Python | Pandas | NumPy | Time-Series Models

- Explored global time-series patterns using statistical and visual analytics, extracting actionable insights from longitudinal data spanning multiple markets and enhancing executive decision-making accuracy by 28% through predictive indicators, visualizing in Tableau

Supply Chain Optimization Dashboard | [LINK](#)

Power BI | DAX | Power Query | Excel

- Built Power BI dashboard analyzing 180K+ records to track orders, inventory, and delivery trends across multiple regions, improving fulfillment KPIs by 30% and reduced delivery delays by 25% using custom DAX metrics and Power Query transformations

TECHNICAL SKILLS

- **Data Engineering & ETL:** Python, PySpark, PostgreSQL, SQL Server, R, Airflow, dbt, Alteryx, Apache NiFi, Fivetran, Informatica
- **Analytics/BI:** Tableau, Power BI, Qlik Sense, Looker, Excel (Advanced, VBA), ArcGIS, HTML, CSS, JavaScript
- **Big Data & Cloud:** Hadoop, Redshift, Glue, Athena, Data Factory, Synapse Analytics, BigQuery, Dataflow, Snowflake, Oracle
- **Modeling & Experimentation:** Forecasting, A/B Testing, Mathematics, Regression, Statistics, Time-Series Analysis
- **Data Governance & Quality:** Great Expectations, Data Cataloging, CI/CD for data pipelines, Data Strategy
- **Collaboration & Workflow:** Agile/Scrum, Jira, Git, Confluence