



PRIYA RAMASWAMY

Data scientist with 6 years of experience building forecasting and recommendation models for e-commerce and SaaS. Comfortable owning a problem end to end, from messy SQL pulls to A/B tests in production. Mentors junior analysts and translates model output for product and finance partners.



Minneapolis, MN



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SKILLS

- Python (pandas, scikit-learn, PyTorch), R, SQL
- XGBoost, LightGBM, Prophet, survival models
- A/B testing, Bayesian inference, causal methods
- Airflow, dbt, Snowflake, BigQuery, Looker
- Stakeholder communication and mentoring

EXPERIENCE

SENIOR DATA SCIENTIST | BRIGHTLINE COMMERCE | MINNEAPOLIS, MN | 2021-PRESENT

- Rebuilt the customer lifetime value model using gradient boosting and a survival component, reduced 12-month CLV error from 31% to 14% MAPE.
- Partnered with marketing on a propensity-to-churn model that drove an incremental \$2.3M in retained subscription revenue over four quarters.
- Owned the experimentation platform migration to a Bayesian framework, cutting required sample sizes for most checkout tests by roughly a third.
- Mentor two junior data scientists, including weekly code review and a rotating reading group on causal inference.

DATA SCIENTIST | NORTHWIND RETAIL GROUP | ST. PAUL, MN | 2018-2021

- Built a demand forecasting model in Python and Prophet for 1,400 SKUs, lowering weekly stockouts by about 22% in pilot stores.
- Wrote the SQL layer for a self-serve dashboard used by buyers across three regional brands.
- Ran pricing elasticity studies that supported a markdown strategy adopted across the seasonal apparel category.
- Caught a tagging error in the web analytics pipeline that had overstated mobile conversion for nearly a year.

EDUCATION

- M.S. Statistics
University of Minnesota, 2018
- B.S. Mathematics
Macalester College, 2016