NILAY PURAYAR

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EDUCATION

ESSEC Business School | CentraleSupélec   **Paris, France**
  Master in Data Sciences and Business Analytics (M2)
- Ranked #4 globally by QS for Master's in Business Analytics
- Key courses: Data Analytics, SQL, Database Management System, Python Programming, Machine Learning

CHRIST (Deemed to be University)   **Pune, India**
  Bachelor of Science (Data Science)   2020-2023
- Key courses: Python Programming, SQL, Operations Research, Machine Learning, Calculus, Statistics

PROFESSIONAL EXPERIENCE

Survey Data Analyst (Part-time, Fixed-Term Contract) – *ESSEC Business School, Paris, France*   **09/2025 – present**
- Centralize, clean, and standardize multi-year survey datasets for pre-experience programs into a unified database to enable reliable longitudinal statistical analysis.
- Handle messy, heterogeneous survey data, perform data quality checks, deduplication, validation, and schema standardization across multiple sources and tools.
- Collaborate with survey managers and academic departments to translate analytical requirements into structured, analysis-ready datasets.
- Contribute to improving data reliability, consistency, and reusability for ongoing and future analytics projects.

Associate Data Scientist – *Authentic Sales Mastery, Ranchi, India*   **06/2023 – 07/2024**
- Built and optimized SQL-based ETL pipelines integrating business and transactional datasets, ensuring data integrity and reliable downstream analytics.
- Developed and evaluated machine learning segmentation models using Python (scikit-learn), optimizing performance metrics and reducing churn by 20%.
- Designed and deployed automated Power BI dashboards to track key business metrics, improving reporting efficiency by 30%.
- Collaborated with cross-functional teams to align analytical projects with business objectives.

Data Science and AI Product and Support Intern – *SMARTAIL PVT. LTD., Chennai, India*   **01/2023 – 04/2023**
- Developed an OpenCV automation framework that improved grading efficiency by 40%, reducing manual data errors.
- Created and evaluated ML models for automation use cases, supporting accuracy improvements in production workflows.
- Preprocessed and analyzed datasets using Python to support model training, testing, and performance validation.
- Collaborated with BI engineers in deploying AI-driven reporting modules, improving analytics accuracy and responsiveness.

Machine Learning Intern – *XORIANT SOLUTION PVT. LTD., Pune, India*   **07/2022 – 08/2022**
- Designed and validated a Customer Lifetime Value (CLV) prediction model using Python and SQL, focusing on feature engineering and model performance.
- Extracted, cleaned, and analyzed customer data from relational databases to deliver insights for retention strategy.
- Presented BI reports and data insights to senior stakeholders to support business decision-making.

PROJECTS

Relational Database Design for Airline & Hotel Booking System (SQL)
- Designed a normalized relational database for a travel-booking platform integrating flights, hotels, and customer data.
- Created SQL queries for travel trends, pricing, and customer segmentation.

Multi-Emission Environmental Impact Analysis and Forecasting (Python)
- Developed an ML-driven framework to analyze and forecast multiple greenhouse-gas emissions across EU countries.
- Applied clustering and time-series forecasting to uncover sustainability and policy insights.

Predictive Modeling for Marketing Optimization – VS BANK (SAS VIYA)
- Built a predictive analytics pipeline (≈1M records) to model customer purchase likelihood for a banking campaign.
- Compared 7 algorithms and selected Gradient Boosting as the champion model (KS = 0.61, AUC = 0.88).

SKILLS & LANGUAGES

- **Programming & Analytics :** Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn), R, SQL, ETL, Data Modelling
- **Business Intelligence :** Power BI, Tableau, Dashboard Automation, KPI Reporting, Data Visualization
- **Data Science :** Machine Learning, Predictive Modelling, Model Evaluation, Computer Vision, Analytical Problem-Solving
- **Tools :** Excel (Pivot Tables, Power Query), Git, Jupyter Notebook, VS Code
- **Languages :** English (Fluent), Hindi (Native), French (Beginner)