

PRANAV GUPTA

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business	Durham, NC
Master of Science in Quantitative Management: Business Analytics, Finance Track	May 2022
Data Science Coursework: Data Science for Business, Decision Analytics & Modeling, Data Visualization	
MUMBAI UNIVERSITY	Mumbai, India
Bachelor of Engineering, Information Technology	May 2018
First prize, MATLAB project on Flood Prediction and Disaster Management ('Flood Alert').	

EXPERIENCE

BROOKLYN SPORTS AND ENTERTAINMENT, BROOKLYN NETS, LLC	Brooklyn, NY
<i>Director, Data Analytics and Strategy</i>	Jan 2024 – Present
<ul style="list-style-type: none">Lead the data & analytics function across four entities (Nets, New York Liberty, Barclays Center, and Long Island Nets); set strategy, roadmap, governance, and stakeholder reporting, actualizing \$130M+ in annual revenue.Built an LLM-powered analytics assistant on AWS + Snowflake with FastAPI tool endpoints to power event ranking and top-N analyses, integrate unstructured data from PDFs, and enable semantic retrieval via Snowflake Cortex Search - delivering grounded, exec-ready answers that blend governed KPIs with weekly pacing drivers.Piloted Tableau for Reps: Developed analytical dashboards for pacing, inventory, trends, and opportunity gaps—driving +25% revenue lift and strengthening data-driven rep selling culture at BSE.Pioneered BSE's first broker identity & detection program—strengthening compliance, reducing bad debt, improving operational efficiency, and safeguarding \$5M+ in plans with ~\$400K in commission savings.Modernized data architecture via Snowflake migration to improve scalability, reliability, and analytics.Led cross-functional analytics integration across Finance, Sponsorships, Hospitality, and Marketing; established unified partner reporting that improved revenue predictability, optimized service standards, and informed strategic planning.Led development of a multi-iteration Rep ROI / Predictive Staffing program to right-size staffing across nine departments, saving ~\$1M in overstaffing costs and driving ~\$3.5M in incremental revenue.	
<i>Data Scientist</i>	Jul 2022 – Jan 2024
<ul style="list-style-type: none">Created a live Customer Retention Model to segment the customer base, enabling targeted marketing initiatives and personalized offers resulting in a 30% increase in customer retention.Developed advanced analytical models to forecast ticket sales, resulting in an 8% increase in ticket sales.Built multiple end-to-end automated data pipelines for third-party vendors leveraging AWS micro-services (EC2, S3, IAM) and Python.Developed a Seat Health model integrated with the Barclays Center arena map to identify the best available seats, leading to \$4M YTD in revenue.	
QUANTIPHI ANALYTICS	Mumbai, India
<i>Framework Engineer</i>	2020 – 2021
<ul style="list-style-type: none">Consulted a Fortune 500 U.S. client building a SaaS product in the healthcare and insurance domain; migrated data from multiple on-premises SQL Servers to DynamoDB in AWS using Infoworks.Modeled platform infrastructure using CloudFormation and developed custom scripts to automate jobs, improve performance, save resources, and transcend AWS limitations.Developed, maintained, and modified automated CI/CD data pipelines on AWS; performed QA testing and validation at each step of the ETL process using SQL and Amazon Athena.Planned cross-functional deliverables with Agile/Scrum (VersionOne) using story points and sprints.Constructed an end-to-end pipeline via CodeBuild enabling development, evaluation, and deployment of machine learning models supporting reinstatement in Google's Cloud ML Partner Advantage program.	
BYJU'S	Mumbai, India
<i>Business Development Associate</i>	2018 – 2019
<ul style="list-style-type: none">Launched a personalized consulting business model in Mumbai and nearby regions for Civil Services and MBA entrance examinations, guiding 1K+ people to prepare for and apply to degree programs and positions.Researched, analyzed, and projected data for potential markets leveraging customer analytics; planned initiatives and leveraged referral networks to promote business development, posting highest individual weekly revenue in company history.	

TECHNICAL CAPABILITIES

Languages/Tools: Python, SQL, R, Shell scripting, JSON, YAML, TypeScript, Tableau, Angular, Advanced Excel, Linux, Git, SharePoint
Cloud & DevOps: AWS, Snowflake, DBT, Google Cloud; CI/CD; Agile/Scrum
Modeling: Financial modeling, statistical modeling, forecasting, segmentation