

KANAK AGRAWAL

WORK EXPERIENCE

PayPal — Senior Data Scientist

San Jose, CA | Dec 2021 – Present

- Owned end-to-end DS and analytics from discovery through post-launch monitoring for large merchant re-pricing in Southeast Asia, driving \$5M+ TPV uplift
- Applied causal inference (PSM + Difference-in-Differences) to quantify the impact of in-app shipping label creation on merchant behavior, directly influencing product decisions
- Designed and executed *A/B* experiments to optimize conversion rates across pricing tiers for PayPal's Invoicing Subscription, resulting in increased product adoption
- Applied Synthetic Control causal inference technique to measure the impact of pricing changes on TPV and revenue for the P2P Goods & Services product without a natural control group
- Led a 2-member team managing end-to-end refund calculations function for mispriced merchants across 2,000+ cases
- Collaborated with stakeholders to define financial, behavioral, and engagement KPIs aligned to initiative goals and developed ongoing monitoring through BI tools

Capital One — Senior Business Analyst

Richmond, VA | Aug 2019 – Nov 2021

- Led monthly and quarterly analytics reviews of the credit limit increase program, assessing post-COVID credit risk exposure and presenting insights to senior leadership
- Analyzed credit card acquisitions pre- and post-COVID to assess changes in credit risk and customer profitability, informing portfolio strategy
- Applied Pareto analysis to identify high-value delinquent accounts and established a focused collections team, improving cost efficiency while protecting recoveries
- Designed credit risk monitoring infrastructure to track delinquency, charge-off, and recovery trends, supporting real-time risk tracking

Duke University — Capstone Projects

Durham, NC | Jun 2018 – May 2019

- Developed R-based predictive models (logistic regression, decision trees) to predict insurance customer conversion, supporting marketing and acquisition strategy
- Built GNN-based models to quantify company centrality in supply chains and assess its impact on stock price behavior, in collaboration with NC State University

Growisto Pvt. Ltd. — Associate Project Manager

Mumbai, India | Apr 2017 – Feb 2018

- Provided data-driven SEO consulting to multiple startup clients using Google Analytics, driving increases in website traffic and conversion rates
- Trained and mentored two junior team members, overseeing delivery of SEO analytics and consulting services to clients

Tata Communications Ltd. — Assistant Manager

Mumbai, India | Jul 2015 – Apr 2017

- Built data-driven optimization models to select the most cost- and quality-efficient suppliers for TATA Communications' bulk SMS services, directly supporting strategic vendor decisions
- Developed centralized Tableau dashboards to monitor supplier performance and global telecom network health, enabling faster, data-driven decisions by senior leadership

EDUCATION

Duke University, The Fuqua School of Business

Durham, NC | May 2019

Master of Science in Quantitative Management: Business Analytics, Finance Track

Data Science Coursework: Data Science & Machine Learning, Decision Analytics & Modeling, Data Visualization

Indian Institute of Technology, Kharagpur

Kharagpur, India | May 2015

Bachelors in Electrical Engineering; Masters in Instrumentation and Signal Processing

TECHNICAL SKILLS

Python, SQL, R, Tableau; experimentation and statistics (*A/B* testing, hypothesis testing); unsupervised learning (clustering analysis) and causal inference; stakeholder management and data storytelling