AAKASH SUNIL SARAP

(617)-820-9650 • Boston, MA – 02120 • sarap.a@husky.neu.edu

linkedin.com/in/aakash-sarap1408• github.com/AakashSarap • public.tableau.com/profile/aakash.sarap

# ***SQL | Tableau | R | Python | DOMO | ETL | Alteryx |AWS | Machine Learning | Big Data Platform | A/B Testing***

# **EDUCATION**

**Northeastern University**, Boston, MA Sep 2018 - Jun 2020

*Master’s in* ***Analytics*** */* ***Statistical Modeling***GPA: **3.76**

**University of Mumbai**, India Aug 2011 - Jul 2015

*Bachelor of Electronics in Electronics and Telecommunications*

# **PROFESSIONAL EXPERIENCE**

**Barton Associates Inc**. - Internship Jul 2019 - Dec 2019

**Data Analyst – Data Strategy & Analytics Team**, Peabody, MA

* Developed Business Intelligence solutions/Data Warehouse & automated company’s month-end reports using ETL in DOMO on MySQL, SQL Server, Redshift & Salesforce database. Reduced the turnaround time from weeks to 8 hours
* Analyzed financial data by slicing, aggregating & detecting anomalies to forecast revenue utilizing time series (ARIMA) and supervised machine learning technique (XG Boost) leveraging different feature engineering techniques in Python
* Built a model to predict healthcare contract jobs within each county in USA utilizing K-means clustering and Multiple Linear Regression for Demographic Target Marketing. Identified 20,000 new leads
* Owned the design, development and maintenance of ongoing metrics, reports, analyses, & dashboards to drive key business decisions and communicate major KPIs to stakeholders

**Capgemini Technology Services** Mar 2016 - Jun 2018

**Senior Software Engineer – Business Intelligence Team**, Mumbai, India

* Collaborated with client & internal stakeholders to gather requirements & plan milestones in research development & implementation phases of project lifecycle. Improved functionality by 30%
* Conducted data analysis on new customer retention & acquisition, market basket analyses, RFM value analysis of customers and other marketing analyses using Dynamic SQL, Stored Procedures and Alteryx workflows
* Harmonized data sources, performed EDA to identify business trends and patterns using advanced Tableau calculations such as LOD expressions, Calculated Fields & Drill Downs. Improved efficiency of reporting by 50% thus boosted growth in KPI's

# **ACADEMIC PROJECTS**

**Library Experiment** Feb 2020

* Analyzed Google Analytics clickstream data using Python & Tableau to find trends in page views
* Performed A/B Testing, Segmentation, Multivariate and Cohort analysis to understand user behavior

**Decision Support & Business Intelligence Dashboard, Boston Energy Consumption** Jan 2020

* Designed a BI dashboard in Tableau visualizing SMART KPIs for an Energy providing firm to reduce overall energy consumption and cost incurred in supplying that energy throughout public places in Boston

**DataCo- Data Management & Big Data | Microsoft Azure | Cloudera | Apache Sqoop | Flume | HIVE** Jun 2019

* Ingested and processed relational transactional and web clickstream data using Apache Sqoop & Flume in Cloudera Express Virtual Box in Microsoft Azure
* Analyzed product’s transactional and web clickstream data using HIVE queries in HUE to discover trends and usage patterns such as highest revenue generating products and website touchpoints

**People Analytics** Mar 2019

* Performed web scraping, exploratory data analysis to understand data pattern, find causal relations & identify factors contributing to attrition. Performed text mining to analyze sentiments/behavior of employees in R
* Implemented Logistic Regression, Decision Trees & Random Forest Supervised Machine Learning Algorithms to find best fit model with high accuracy. Deployed Random Forest with 99% accuracy to predict probabilities of top 200 employees who would leave next

**ACTIVITIES/LEADERSHIP**

**Graduate Student Ambassador** – College of Professional Studies, Northeastern University, Boston, MA Oct 2019 - Present

* Counseled 70+ students regarding educational issues, such as course and program selection, class scheduling and registration, school adjustment, and career planning

**Graduate Teaching Assistant**, Northeastern University, Boston, MA Sep 2019 - Mar 2020

* TA for Analytical Systems Technology and Intermediate Analytics. Conducted laboratory sessions for 30 students covering different topics such as Hypothesis Testing, EDA, Time Series, Supervised Machine Learning algorithms in R & Python

**Data Hackathon**, Barton Associates Inc, Peabody, MA Dec 2019

* Optimized Sentiment Score model in R for provider reviews by incorporating domain specific features in corpus to assist marketing team in grabbing unbiased insights by increasing the accuracy by 70%