

# ABHISHEK ANGADI

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## PROFESSIONAL EXPERIENCE

Data Analyst, Netzwerk AI Pvt Ltd

Bengaluru, Karnataka

Lookalike Audience Creation

April 2024 – Present

- Developed automated **ETL pipelines** to efficiently **extract, transform, and load data** from different sources, enhancing data accuracy and reliability.
- Integrated and cleaned data identifying **key patterns** and **traits** across segments, improving profiling **accuracy by 40%**.
- Eliminated segmentation features to prevent direct classification, conducted **exploratory data analysis (EDA)**, and defined **KPIs** based on selected key attributes.
- Designed interactive **visualizations** to simplify the interpretation of results from **complex analyses for Stakeholders**.
- Based on the analysis, only the **top 15%** of customers were selected as **lookalike audience**.

State-wise Sentiment Analysis for Targeted Marketing

October 2023 – April 2024

- Collected and analysed sentiment data across **10+ states** using advanced **web scraping techniques**.
- Increased customer insights **accuracy by 20%** through the use of sophisticated **algorithms** and **Word-Cloud** for sentiment analysis.
- Led a strategic data retrieval initiative from diverse sources, including **blogs, websites, and social media platforms**, enhancing data quality and improving **accuracy by 40%** through rigorous cleansing.
- Leveraged **Python** and tools like **Matplotlib, Tfidfvectorizer, and Word-Cloud** to improve sentiment analysis techniques, reducing **processing time by 20%**.
- Designed and implemented a data analysis and algorithm deployment strategy, driving a **17% increase in marketing effectiveness** and enabling informed decision-making.

## TECHNICAL SKILLS

- Programming Languages and Libraries:** SQL, Python (Pandas, Matplotlib, Scikit-learn, Seaborn, NumPy,).
- Machine Learning Algorithms:** Classification, Regression, Clustering, Boosting, Bagging, PCA.
- Databases:** MySQL, Microsoft SQL Server.
- Data Analysis and Statistics:** Tableau, Microsoft Power BI, Advanced Excel.
- Cloud Technologies:** AWS, Microsoft Azure

## PROJECTS

Credit-Card Financial Insights - [MySQL Database | SQL | Excel | Power BI]

- Developed an interactive **weekly dashboard** to deliver real-time insights into **key performance metrics and trends**, enabling stakeholders to monitor operations effectively and make informed decisions.

Amazon Reviews Sentimental Analysis – [Python | SQL | NumPy | Pandas | Sci-Kit Learn | Word-Cloud | ML]

- Studied sentiment in Amazon reviews using **NLP** techniques, extracted keywords with **Word-Cloud**, and secured **94% accuracy** with **RandomForestClassifier**.

Global-Layoffs-Analysis– [MySQL Database | SQL]

- Processed and transformed **raw layoff data**, cleaning it by **removing duplicates, irrelevant columns, and handling missing values** to ensure accuracy and optimize it for improved analysis relevance.
- Identified **top 5 companies with the highest layoffs**, analysed **layoffs by country, year, and industry**, and calculated **rolling monthly totals** to uncover trends over time.

Electric-Vehicles-Market-Size-Analysis – [Python | SQL | NumPy | Pandas | Matplotlib | Seaborn]

- Devised a predictive electric vehicle market model using Machine Learning and **Forecasting**, projecting a **30% annual increase** in vehicles.
- Projected future EV market sizes by analysing **historical and current data**, forecasting trends over the **next 5 years**.

## EDUCATION

Gogte Institute of Technology, Belagavi

February 2022 – September 2023

Master of Computer Application

KLE'S RLSI College, Belagavi

July 2018 – October 2021

Bachelor of Computer Application