AJAY JOHN ALEX

DATA ANALYST

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SUMMARY

Experienced Data Analyst skilled in predictive modelling, machine learning, Python, SQL, Tableau, and Power BI. Proficient in analysing large datasets, identifying trends, and providing effective solutions to drive business decisions. An innovative thinker who achieves organisational goals. Committed to professional growth and development.

EXPERIENCE

1. **SOFTWARE ENGINEER CONSULTANT (PART-TIME)**
   CLICFLYER (10/2022 – PRESENT)
   - Developed and implemented a proof of concept for an innovative image segmentation model demonstrating advanced Technical Proficiency. Built a model to identify sub-images and offers of a Flyer page for online retailers of Fast-Moving Consumer Goods (FMCG).
   - The model would reduce the current manual cropping time of offers by 90%. Model optimisation and accuracy are still in progress.

2. **DATA ANALYST**
   CLICFLYER (03/2020 – 10/2022)
   - Created an innovative recommendation tool for retailers that leverages historical sales data to determine optimal product promotion frequency, pricing, and placement in promotional flyers. Used algorithms to identify patterns and enable retailers to make informed decisions and achieve higher sales.
   - Implemented and integrated a brand classification system that achieved 97.5% accuracy in brand prediction, and the product. The classification system achieved 97% product prediction accuracy.
   - Optimised the dashboard to highlight common error scenarios, increasing outlier detection from 8% to 17%.

3. **DATA SCIENCE INTERN**
   MINDSCROLL (09/2019 - 11/2019)
   - Engineered a keyword extraction tool to increase blog accessibility by 65% by identifying key terms in company course material blogs. Integrated the tool with an existing web application via Flask API and deployed it on a Linux system.

- Prototyped a proctoring application using OpenCV and TensorFlow, which improved efficiency and accuracy by 30%. Documented the pipeline and functionalities of both projects.

EDUCATION

- **Nottingham Trent University**
  MSc, Data Science
  09/2022 - 09/2023.

- **Maharshi Dayanand University**
  Bachelor of Technology, Computer Science
  07/2015 - 09/2019.

TECHNICAL SKILLS

- Proficient in Python, with experience using NumPy, Pandas, Matplotlib and Plotly. Experience in developing data pipelines and automating data processing tasks.
- Expertise in SQL for data manipulation, management, and optimisation and exposure to Google Cloud Platform technologies.
- Experience in General finance analytics such as working capital/cashflow/Foreign exchange impact analysis.
- Worked extensively in front-end development using HTML, CSS, and JavaScript for personal website.
- Experience in working with data analysis and visualisation tools - Tableau, and Power BI.
- Experience with statistical modelling techniques and machine learning algorithms, with a focus on predictive modelling and regression analysis.
- Hands-on experience with Azure and AWS with knowledge of services such as Azure Blob, S3, Azure Functions, Azure VM, and BigQuery.

SOFT SKILLS

- Strong analytical and problem-solving skills, with a focus on delivering insights and recommendations to stakeholders.
- Attentive and accurate in analysis and reporting, with a focus on ensuring data integrity and consistency.
- Effective communication with experience in presenting data insights to non-technical stakeholders.
- Ability to work independently or as part of a team, with a focus on collaborating and sharing knowledge with team members.

CERTIFICATION

- Google Analytics for beginners
- TestDome - General and Python Data Science
- Coursera - Neural Networks and Deep Learning