Ajay Alex

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A-3, 19/B, Angel Apartments, Ward -1, Mehrauli, 110030, New Delhi, India
About me: Data Analyst at ClicFlyer

WORK EXPERIENCE

01/04/2021 – CURRENT – Gurugram, India
DATA ANALYST – CLICFLYER

Recommendation Tool:
- Developing a Rule Based Recommendation System that helps retailer plan before product promotions by comparing data points across multiple competitors.
- Finalizing the Dashboard and DB structure to auto track and provide Insights on data.
- Creating entire POC, Workflow and documentation for easy deployment for testing.
- **Outcome:** Tool helps retailer by giving recommendation on these 3 levers:
- Frequency of promotion, Optimal price range of the product and Product placement in the promotional flyer.

Text Classification:
- Complete the initial scope and code documentation and POC for predicting Brand & Product from Offer(SKU) name.
- Data preprocessing and cleaning to make the input data more meaningful.
- **Target:** Idea was to reduce data error while mapping SKU with brand or product.
- **Outcome:**
- **Brand Classification:** 97.5% accuracy at brand prediction for given offer(SKU) name.
- **Product Classification:** 97% accuracy at product prediction.

01/10/2020 – 31/03/2021 – Gurugram, India
JUNIOR DATA ANALYST – CLICFLYER

Online Pricing Dashboard:
- Complete python code to track & scrape online pricing for over 2K SKUs.
- Online Pricing Dashboard for visualization of scraped data
- **Outcome:** Increased Web scraping & tracking feasibility to over 2K SKU across multiple retailers in KSA.

Outlier Detection :
- Improved existing Outlier Detection methods to improve data accuracy.
- Identified common data error scenarios and added additional checks in dashboard to highlight them.
- **Outcome:** Outlier Detection increased from 8%-10% to 15%-17%.

01/03/2020 – 30/09/2020 – Gurugram, India
DATA ANALYTICS INTERN – CLICFLYER

Buy Online App Feature:
- Created a Flask API for new app feature 'Buy Online' on the app whereby users can be redirected to the product or search page of retailer's e-com site.
- Extracting URLs from PDFs and mapping them to each offer to add URLs against internal tool.

Web Scraping POC:
- Managing a web scraping server for ensuring 'Buy Online' offers are scraped.
- Maintained SQL server tables to ensure that scraped data are stored and processed on daily basis.
- Ensuring that only "In stock" offers/products have Buy Online Tag associated with them through scraping.

01/09/2019 – 01/12/2019 – Gurugram, India
DATA SCIENCE INTERN – LEARNZIPPY E-LEARNING SERVICES PRIVATE LIMITED

Key Word Extraction Tool:
- Create a Keyword Extraction tool for finding Keywords in blogs written in Company's course material.
- Using Flask API to ensure that existing Company WebApp can interact with the new tool.
- Deployment and configuration of the tool (webapp) in a Linux system.
- Complete documentation and pipeline for the Keyword Extraction Tool.
- Complete a POC on a Proctor Application and provide suggestive improvement by using OpenCV and TensorFlow

14/01/2019 – 19/07/2019 – Gurugram, India
QA INTERN – SIRIONLABS

QA Testing:
- Complete QA test on Weekly deliverables for new features to the Company App.
- Set up entire QA environment for my team and ensure all features are updated to latest version
- Automate repetitive tasks to reduce redundant QA tests.
- Write QA test cases and documentation of projects to ensure further usability.
- Managing and guiding new QA members to the existing procedures.
- Working on Linux system to ensure all QA environments had sufficient memory.

EDUCATION AND TRAINING

01/05/2015 – 31/07/2019 – Delhi rd, near Delhi Bypass, Rohtak, Haryana , Rohtak, India
BACHELOR'S IN TECHNOLOGY (COMPUTER SCIENCE) – Maharshi Dayanand University

https://mdu.ac.in/

01/03/2001 – 31/03/2015 – C-3, Block C 4, Safdarjung Development Area, Hauz Khas, New Delhi, India
SENIOR SECONDARY EDUCATION – St. Paul's School

http://www.stpauls-delhi.com/homepage.html

LANGUAGE SKILLS

Mother tongue(s): **HINDI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Data Analysis & Machine Learning

Relational Databases: SQL | AI and Deep Neural Networks | Data Gathering, Data Processing, Data Visualization, Data Analysis | Microsoft PowerBi | Natural Language Processing (NLP) | Master in Python | Familiarity with scikit-learn, TensorFlow Machine Learning libraries | GIT Hub

PROJECTS

15/12/2019 – CURRENT
Personal Website

https://computer-science-projects.herokuapp.com/
- Created a Website to collate all my mini projects and provide an UI so that others can explore and make Data Science easier to understand for others.
- Code for all the mini projects are available at : https://github.com/AjayJohnAlex
- My blogs are available in my website and in Medium (online publishing platform).