AMAR NISHIKANT KOTHARE

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Professional Summary

Results-oriented Analytics Associate with 2 years of experience. Proficient in analyzing large datasets, conducting segmentation, and targeting to optimize campaign performance across digital and offline channels. Skilled in SQL, Python, Tableau, and other analytical tools to deliver concise and insightful analytics that influence business growth.

Core Skills

Data Analysis | Customer Segmentation | Marketing Strategy | Campaign Optimization | SQL/ Python | Tableau/Excel | Data Wrangling | Verbal and Written Communication | Critical Thinking

Relevant Experience

System Engineer (Data Analytics) | Infosys

Pune | June 2022 - Present

- Conducted an end-to-end Exploratory Data Analysis (EDA) on the bank's telemarketing campaign dataset to enhance revenue generation through targeted term deposit acquisitions among existing customers using CRISP-DM framework.

- Utilized Python programming language within Jupyter Notebook to perform comprehensive data analysis and derive actionable insights for improving the positive response rate.

- Employed various statistical techniques and visualization methods to understand customer demographics, temporal trends, and other factors influencing campaign success.

  - Validated, cleansed, and preprocessed data. Derived statistics, analyzed distributions, and investigated relationships. Handled missing values, engineered features, and addressed outliers. Developed interactive dashboards to communicate insights.

Suspension Designer, [Stallion Motorsport]

- Utilized data from tire testing conducted with various sensors to optimize vehicle suspension parameters.

- Implemented design changes resulting in a significant 10% reduction in overall vehicle weight.

- Improved vehicle handling performance, resulting in a reduction of 0.5 seconds in cornering time.

- Collaborated with cross-functional teams to ensure integration of design changes and validate performance improvements.