Pratik Wani
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ACADEMIC DETAILS

COURSE	COLLEGE / INSTITUTE	BRANCH	CGPA	YEAR
B.E.	Ramrao Adik Institute of Technology, India	Electronics	6.75/ 10	2019
M.Sc. (Dist.)	Cardiff University, School of Mathematics, UK	Data Science and Analytics	70%	2023

Subjects / Electives	Power Electronics, Embedded Systems, Computer Systems, OOP with C++, Communication Systems, Microprocessors, Computational Data Science, Applied Machine Learning, Databases and Modelling, Cloud Computing.
Technical Proficiency	Python, SQL, Machine learning, Power BI, Microsoft Office, Word.

WORK EXPERIENCE / INTERNSHIPS

Centralogic | Data Analyst, Pune **July 2024 – Present**

- Conducted Exploratory Data Analysis (EDA) using Python and Excel, uncovering critical factors contributing to agent churn, such as low engagement scores, short tenure, and underperformance in sales.
- Identified patterns and relationships that highlighted why certain agents were more likely to leave.
- Enabled the firm to identify high-risk agents early, leading to targeted interventions that addressed the root causes of churn, ultimately improving agent retention and reducing turnover-related costs

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Sanjar E Solutions | Data Analyst **May 2020 – July 2022**

- Implemented various visualization techniques including Excel and Python to conduct user behavioral analysis, yielding valuable insights into platform navigation patterns.
- Employed data cleaning techniques such as rectifying structural errors, eliminating duplicate values, managing missing data, and enhancing understanding of trends and patterns.
- Conducted content performance evaluation by analyzing data to identify the most-watched independent films and those with lower viewership.
- Engaged actively in test case reviews, offering constructive feedback and suggestions for enhancement.
- Managed collecting and analyzing user feedback, extracting insights into user satisfaction levels and pain points.
- Produced regular reports summarizing app performance, user engagement trends, and the impact of various initiatives, facilitating improved collaboration within the development team.

Reliance Jio Infocom Limited, Navi Mumbai | Intern **May 2018 – June 2018**

- Executed a project centered on Connected Home Solutions and IoT (Internet of Things), demonstrating adeptness in researching IoT technologies, connected devices, and home automation systems.
- Conducted comprehensive testing procedures to guarantee seamless connectivity and achieve optimal performance for the implemented connected home solution.

PROJECTS

Churn Analysis:

- The objective was to identify key factors contributing to agent churn and to provide actionable insights to reduce turnover and enhance retention strategies.
- Used Pandas and NumPy for data manipulation and analysis. Matplotlib and Seaborn for data visualization. Correlation analysis to identify relationships between features.
- Used different ML models to predict the agents that are at risk of getting churn.
- These insights led to the implementation of targeted retention strategies, such as personalized training programs for low-performing agents, increased support and resources for high-churn departments, and improved engagement initiatives.

Customer Engagement:

- Exploratory data analysis (EDA) using Seaborn and Matplotlib was used to identify patterns, correlations, and insights within the dataset.
- Develop interactive dashboards using Tableau to visualize the findings of the EDA process and provide stakeholders with actionable insights into customer engagement.
- Implemented machine learning algorithms such as logistic regression, decision tree classifier, and random forest classifier to predict and optimize customer engagement strategies based on the analyzed data.

SFFA App (Standalone Film Festival):

- Played a crucial role in the app's development by analyzing all the necessary data using different visualizing techniques which helped the company's success by optimizing user engagement through personalized content suggestions and proactive issue resolution.
- Enhanced user experience and satisfaction lead to increased user retention and acquisition, driving revenue growth. My interest in data analysis paved the way for me to pursue a master's in data science.

Hate Speech Detection:

- Contributed to the preprocessing and literature research phase of a task that involved predicting whether a given tweet or comment represented hate speech. This phase reviewed several existing methodologies along with conventional machine learning techniques such as logistic regression, in combination with various feature extraction techniques like tokenization.
- Additionally stemming and lemmatizing of the text to reduce case sensitivity and derive meaningful insights from the text's content was also performed. Subsequently, the next phase was converting the text to lowercase, removing URLs, special characters, and unnecessary spaces.