

# Animesh Kumar

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## EDUCATION

### The University of Texas at Dallas

Master of Information Technology & Management

Selected Coursework: OOP with Python, Database Foundation, Applied Machine Learning, MS Excel

Dallas, TX

Aug 2021 - May 2023

### Bangalore Institute of Technology

Bachelor of Information Science and Engineering

Bangalore, India

Aug 2013 - May 2017

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## SKILLS AND CERTIFICATIONS

**Technologies:** Python (NumPy, Pandas, Scikit-Learn, Matplotlib), MYSQL, MongoDB, NoSQL, Hadoop, Big Data, Spark

**Analysis Tools:** MS Excel, Tableau, Power BI, Google Analytics, SEMrush

**Modeling:** Linear and Logistic Regression, Classification, Random Forest, Decision Tree

**Industry Knowledge:** Data Warehousing, Data Mining, ETL, JIRA, Agile methodology, OOPS, Git, Bash, PowerShell

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## PROFESSIONAL EXPERIENCE

### Data Analyst Intern, Feel Good Edibles, New York

Oct 2022- Mar 2023

- Employ **Google Analytics** to track visitor flow and interaction throughout the company website
- Initiated Google console to help drive traffic to the website and improve performance, improving revenue by **12%**
- Build data visualization using **Tableau** and SQL for business KPIs, reduced manual reporting by **9 hours** per week
- Researched low-competition, high volume keywords using **SEMrush** to enhance online visibility, & **SEO** ranking

### Data Analyst, VOGO Automotive Pvt Ltd, Bangalore, India

Oct 2018 - Jul 2021

- Developed statistics and key metrics to facilitate fraud analysis and risk mitigation resulting in **\$20k** cost savings
- Constructed Fuel quantity **Predictive model** in **Python** which reduced fraud by **14%** and improved user experience
- Identified customers purchasing rental packages employing the **classification model**, boosted scooter rides by **25%**
- Created Customer/Product Dashboard and reports using **Tableau**, decreased manual work by **20%**
- Implemented data warehousing and data modeling procedures to build ETL Pipelines

### Associate Software Engineer, Accenture Solution Pvt Ltd, Bangalore, India

Mar 2018 - Jul 2018

- Collaborated with the team and analyzed insights to determine KPIs from website data and make use of **Google Analytics** which grew organic traffic by **15%**
  - Built data visualization in **Tableau** to track the growth of insurance products, saved **~8 hours** of weekly labor
  - Created and maintained **MS Excel** spreadsheets to house vendor data
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## ACADEMIC PROJECTS

### Loan Approval Prediction - Pandas, Matplotlib, Python, Scikit-learn, Seaborn

Mar 2023

Conducted EDA, feature engineering, and trained a **logistic regression** model to predict loan approvals with **86%** accuracy in a Kaggle project. Demonstrated expertise in data cleaning, visualization, and machine learning."

### Car Price Prediction - Pandas, Matplotlib, Python, Scikit-learn, Heroku

Sep 2022

Predicted selling price of the car using **Regression models** and optimized the model for **91%** accuracy with Random Forest Regression and deployed in Heroku Cloud

### New York Taxi Price Prediction- Pandas, Matplotlib, Python, Scikit-learn, Power-BI

Oct 2022

Implemented distance between two points using **Haversine distance** formula and predicted the taxifare, optimized the model with **82%** accuracy with Random Forest Regression

### Advance House Price Prediction- Pandas, Matplotlib, Python, Scikit-learn, Power-BI

Feb 2023

Build a predictive model that accurately predicts the sale price of residential homes with **81 columns**, while performing appropriate data preprocessing steps, handling outliers, and selecting suitable features that is reduced to **21 columns**

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