

AUDHOOT CHAVAN

Email: audhoothchavan5@gmail.com

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A detail-oriented person with a passion to solve problems with data. Expertise in automating data operations and in creating reports and dashboards to analyze the impact of marketing campaigns.

Summary

Currently working as a data analyst at Mindshare.

Expert level knowledge in **designing/creating dashboards** in Tableau for multiple clients.

Skilled in writing Python scripts for **data management and automation**.

Strong analytical skills, experience in **offline-to-online attribution**.

Skilled in using Datorama for **Digital reporting** and analytics.

Skills

Visualization/Analytical tools: Tableau, Datorama, MS-Excel.

Programming/Scripting Languages: Python, JavaScript, HTML, CSS and R.

Libraries/Frameworks: Bootstrap and Django.

Databases: SQLite.

Professional Certification

Datorama Specialist – Admin (Level 1)

Datorama Expert – Admin (Level 2)

Datorama Champion – Admin (Level 3)

Employment

Mindshare

Data Analyst (May 2018-Current)

Designing/Creating **business intelligence dashboards**.

Creating **prototype web apps** for internal use.

Managing data and writing **automation scripts** for cleaning/merging data from multiple sources (BARC, TGI, IRS) **NLP** and social media analytics.

Projects:

Javelin – Strategic planning tool to activate mobile campaigns in rural areas.

Sports Viewership Dashboard – Dashboard to analyze viewership across India covering 40+ tournaments and 10+ sports genres.

Unibic Marketing Analytics – Dashboard to Analyze impact of advertising on Sales.

Offline-to-Online Attribution – Model to attribute app downloads to TV spots.

Semantic Analytics: Social Media - Extracting information from posts (Twitter, Facebook etc.) to analyze brand reputation.

Qure.ai

Data annotator (October – December 2017)

Provided image annotation assistance to AI team. Helped in training AI models by using internal software tools to mark out objects in radiological images/ videos.

Education

Bachelor of Engineering in Electronics (2013- 2017) from Pillai College of Engineering.

International Baccalaureate Diploma Program (2010- 2012) from Dr. Pillai Global Academy.

Grade 10 SSC Board (2010) from St. Xavier's high school, Vile Parle.

Hobbies

Playing indoor games, listening to Old music, occasionally painting, binge watching TV shows and movies and learning/exploring new skills/arts/music.

Personal Details

Date of Birth: 5th February 1995

Languages: English, Hindi and Marathi

Mobile: 9833158316