

DARSHAN SARKALE

Greater Toronto Area, Ontario

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KEY SKILLS

Tools: Data Analysis Tools (PowerBI, Tableau, Advanced Excel) • Development Environments (VS Code, Google Colab) • Office Tools (Microsoft Office Suite, Lucidchart, Notion, MS Visio) • Project Management (Jira, Confluence)

Technical Skills: Programming Language (Python) • Database Management (SQL, NoSQL) • Data Visualization (Matplotlib, Seaborn, Plotly) • Data Cleaning (Pandas, Numpy) • ETL • Documentation & Reporting • Business Intelligence (Power Query, DAX) • Statistical Analysis (Scikit-Learn, NLTK) • Version Control (Git, Github) • Agile Methodologies (Scrum) • Machine Learning (Scikit-Learn, TensorFlow, Keras) • Cloud & Deployment (AWS, Azure) • SDLC • A/B testing • DBT • Snowflake

Soft Skills: Communication • Analytical thinking • Problem-Solving • Time Management • Adaptability • Teamwork • Resilience

Certifications: Data Analytics Essentials - Cisco (May 2024) • Data Analytics and Visualization - Accenture (Apr 2024) • SQL for Data Analysis - LinkedIn (Apr 2024) • Power BI Masters - iNeuron.ai (Jun 2020) • Python in Data Science - iNeuron.ai (May 2020)

WORK EXPERIENCE

Vosyn, Canada
Data Analyst

Jan 2024 – Aug 2024

- Achieved a 25% increase in ROI by analyzing key data patterns and optimizing ad campaign performance, resulting in more effective data-driven targeting and strategic adjustments.
- Developed and maintained real-time dashboards in SQL and PowerBI to track and visualize key metrics, enabling stakeholders to make informed, data-backed decisions with real-time insights.
- Automated data pipelines using SQL and Python, increasing data accuracy by 40% and reducing manual workload, ensuring high-quality data for business insights.

Lakehead University, Canada
Research Assistant

Jun 2023 – Nov 2023

- Developed advanced data analysis techniques as part of a collaborative effort with leading expert Prof. Akilan, resulting in a notable 15% decrease in false positives within NLP applications.
- Cultivated strategic alliances with multiple universities to enrich NLP models, leading to a substantial 1% - 35% enhancement in accuracy, acknowledged and documented in an IEEE conference paper. ([Paper Link](#))
- Spearheaded the implementation of innovative research methodologies, contributing to significant advancements in data analysis.

Walmart, Canada
Customer Service Representative

Oct 2021 – Present

- Provided exceptional customer service by regularly addressing over 150 customer inquiries via phone, email, and in-person interactions, resolving issues efficiently, and ensuring a positive shopping experience.
- Built strong rapport with customers and collaborated with team members to achieve departmental targets, resulting in improved customer satisfaction, loyalty, and a cooperative work environment.

Softvan Pvt Ltd, India
Python Developer Intern

Jul 2019 – Dec 2019

- Spearheaded the development of Android and web applications utilizing Flask and Python, captivating a user base exceeding 50+ individuals, and fostering engagement and user retention.
 - Orchestrated the integration of Google Dialogflow API into chatbots, optimizing customer service efficiency by leveraging AWS EC2, leading to a remarkable 35% decrease in customer wait times and a substantial 25% boost in customer satisfaction metrics.
 - Led a high-performing team of 3 individuals, consistently surpassing project deadlines and expectations by implementing Agile methodologies, fostering collaboration, and refining development processes for heightened efficiency and project success.
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EDUCATION

Lakehead University, Canada
Master of Science, Computer Science

Sep 2021 – May 2023
GPA: 87.33/100

Gujarat Technological University, India
Bachelor of Engineering, Information Technology

Aug 2016 – Sep 2020
CGPA: 9.44/10

ACHIEVEMENTS

- Achieved 1st place among 35 teams in the Smart Gujarat for New India Hackathon(Zonal Round).

- Published an IEEE conference paper on content classification, leading a team of three during my master's program, which resulted in a successful project focused on improving data analysis techniques.
 - Conducted a one-day session at Lakehead University for 25+ graduate students on Natural Language Processing and Convolutional Neural Network, demonstrating techniques and sharing expertise.
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PROJECTS

Unleashing Insights from Winter Olympics Data - Azure, SQL Server, PowerBI

- Engineered and implemented a comprehensive ETL pipeline, seamlessly connecting the on-premise SQL server to Azure Data Factory, optimizing data flow for enhanced real-time accessibility.
- Utilized Azure Data Factory, Databricks, and Azure Synapse Analytics to create a robust data lake and implement advanced transformations, enhancing the efficiency of the Olympics dashboard with improved data analysis.

Customer Churn Analysis of Bank - PowerBI, SQL

Deployed Link: [Novypro.com](https://novypro.com)

- Led development of dynamic Power BI dashboards with 10k customer data points, incorporating KPIs, charts, slicers, filters, bookmarks, and navigation. Resulted in a 22% boost in customer engagement.
- Enhanced user experience through interactive elements and advanced data visualization, driving an 18% increase in stakeholder engagement and informed decision-making.

Sales Insights: E-commerce Performance Dashboard - PowerBI, Excel

Deployed Link: [Novypro.com](https://novypro.com)

- Designed and deployed a Power BI dashboard specifically tailored for USA e-commerce metrics, resulting in a substantial 15% improvement in profit margins by providing actionable insights and highlighting key performance indicators (KPIs).
- Utilized diverse visualizations, including bar charts, maps, and donut charts, to analyze e-commerce data, increasing decision-making efficiency by 20% through showcasing KPIs like profit, margin, sales, and quantity.

Airlines Data Analysis - SQL, Python

Deployed Link: [GitHub](https://github.com)

- Extracted insights from open-source airline data on Kaggle using Python libraries like Pandas, Seaborn, and Matplotlib, facilitating data-driven decisions.
- Optimized SQL queries, resulting in a 10% increase in occupancy rate, generating an additional \$500k in annual revenue for the company.

NLP-driven Content Classification Detection - Python, Keras

Deployed Link: [GitHub](https://github.com)

- Developed a hybrid unsupervised and supervised model for content classification detection for a final year master's project, achieving an accuracy improvement of 35% over existing benchmarks, and created a novel CNN model.
- Conducted an extended study on a cyberbullying dataset, obtaining a 20% increase in detection accuracy, while gaining hands-on experience with the entire development pipeline, including debugging and troubleshooting.