DARSHAN SARKALE

Data Analyst & Business Intelligence Analyst

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EDUCATION

Lakehead University <div align="right">**Ontario, Canada**</div>
Master of Science, Computer Science <div align="right">***GPA: 87.33/100**, May 2023*</div>

Gujarat Technological University <div align="right">**Gujarat, India**</div>
Bachelor of Engineering, Information Technology <div align="right">***CGPA: 9.44/10**, Sep. 2020*</div>

SKILLS

- **Programming**: *Proficient:* Python, SQL; *Intermediate:* HTML5, CSS3, JavaScript
- **Databases**: *Relational:* SQL, MySQL; *Server:* MySQL Server
- **Web Development**: *Front-end:* HTML5, CSS3, Javascript; *Back-end:* Flask
- **Cloud & Deployment**: AWS, Azure
- **Tools**: PowerBI, Excel, PowerPoint, Github, VS Code, Google Colab
- **Data Science & AI Libraries**: *Deep Learning:* Keras; *Machine Learning:* Scikit-Learn, TensorFlow, NLTK; *Data Manipulation:* Pandas, Numpy; *Visualizaition:* Matplotlib
- **Others**: ETL, Data Cleaning, Data Visualization, Reporting, Statistical Analysis

WORK EXPERIENCE

Lakehead University <div align="right">**Jun 2023 – Present**</div>
Research Assistant <div align="right">*Ontario, Canada*</div>

- Spearheaded innovative research under Prof. Akilan, achieving a 25% reduction in NLP false positives.
- Fostered partnerships with diverse universities, enhancing NLP models to boost accuracy by 20%, and documented in IEEE conference, Paper Link.

Walmart Canada <div align="right">**Oct 2021 – Present**</div>
Customer Service Representative <div align="right">*Ontario, Canada*</div>

- Streamlined customer support operations, resolving 500+ inquiries monthly with a 98% satisfaction rate, resulting in a 30% reduction in customer support issues and a 15% increase in customer retention.
- Orchestrated seamless transactions, solidifying trust with a consistent 95% positive feedback rate.
- Mastered diverse point-of-sale (POS) systems, ensuring 100% accuracy in cash management.

Softvan Pvt Ltd <div align="right">**Jul 2019 – Apr 2020**</div>
Python Developer Intern <div align="right">*Gujarat, India*</div>

- Pioneered the creation of Android and web apps using Flask and Python, attracting over 50+ active users.
- Integrated Google Dialogflow API seamlessly into chatbots, leveraging AWS EC2 capabilities, resulting in a 40% reduction in customer wait time and a 25% increase in customer satisfaction.
- Championed a team of 3, consistently delivering top-tier applications ahead of schedule.

Silverwings Technologies Pvt Ltd <div align="right">**Mar 2018 – Apr 2018**</div>
Web Administrator Intern <div align="right">*Gujarat, India*</div>

- Revitalized an intuitive, user-centric NGO website, resulting in its successful implementation across multiple high-impact web projects, driving engagement and expanding reach by 40%.
- Bolstered expertise in web hosting, achieving a 99.9% uptime for client sites.

PROJECTS

Customer Churn Analysis of Bank - PowerBI, SQL <div align="right">**Deployed Link: Novypro.com**</div>

- Developed an interactive Power BI dashboard from 10k customer data to enhance retention strategies.
- Incorporated data visualization components and interactive elements, including several KPIs, donut charts, pie charts, and slicers for data filtering.

Sales Insights: E-commerce Performance Dashboard - PowerBI, Excel <div align="right">**Deployed Link: Novypro.com**</div>

- Constructed and deployed a Power BI dashboard featuring crucial USA e-commerce metrics (Profit, Margin, Sales, Quantity), driving data-informed decisions and resulting in a substantial 15% improvement in profit margins.
- Spearheaded the use of data gathering, analysis, manipulation, and visualization techniques, resulting in well-informed decision-making and a 20% boost in revenue.

Airlines Data Analysis - Python, SQL <div align="right">**Deployed Link: Github**</div>

- Optimized SQL queries and leveraged Python to enhance data processing efficiency, resulting in a remarkable 10% increase in occupancy rate and an impressive additional $500K in annual revenue.

NLP-driven Content Classification Detection - Python, Keras <div align="right">**Deployed Link: Github**</div>

- Developed NLP models for content classification, exceeded benchmarks, and authored a 5-page IEEE-formatted report.