

# DARSHAN SARKALE

## Data Analyst & Business Intelligence Analyst

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### Education

#### Lakehead University

Master of Science, Computer Science

Ontario, Canada

GPA: 87.33/100, May 2023

#### Gujarat Technological University

Bachelor of Engineering, Information Technology

Gujarat, India

CGPA: 9.44/10, Sep. 2020

### 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; Visualization: Matplotlib
- **Others:** ETL, Data Cleaning, Data Visualization, Reporting, Statistical Analysis

### Work Experience

#### Lakehead University

Research Assistant

Jun 2023 – Present

Ontario, Canada

- 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%.

#### Walmart Canada

Customer Service Representative

Oct 2021 – Present

Ontario, Canada

- 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

Python with NLP developer Intern

Jul 2019 – Apr 2020

Gujarat, India

- 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

Web Technology Intern

Mar 2018 – Apr 2018

Gujarat, India

- 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

Deployed Link: [Novypro.com](#)

- 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

Deployed Link: [Novypro.com](#)

- 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

Deployed Link: [Github](#)

- 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

Deployed Link: [Github](#)

- Developed NLP models for content classification, surpassing benchmarks, and crafted a comprehensive 5-page IEEE-formatted report.