DHRUV KOTECHA

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Data Analyst

Results-driven analyst with 2+ years of experience in interpreting data to enhance business operations through strategic solutions. Proficient in data mining, warehousing, and visualization, achieving a 20% increase in data processing efficiency within 1 year, fostering business growth and supporting effective, data-driven decision-making

SKILLS

SQL, Python, R, VBA, Excel (Pivot Tables, Lookups), PowerPoint, Word, Tableau, PowerBI (Power Query, DAX), Quicksight, Alteryx, Looker, Qlik, NumPy, Pandas, Matplotlib, Seaborn, Scikit-Learn, ggplot2, tidyr, dplyr, Rshiny, Linear/Logistic Regression, Naive Bayes, Decision Trees, Random Forest, K-Means, KNN, TensorFlow, PyTorch, Hadoop, Spark, Hive, AWS, Azure, Snowflake, Jira, Confluence, Bitbucket, SourceTree, Slack, Leadership, Communication, Problem-solving, Decision-making, Critical thinking, Attention to detail, Documentation & Reporting, Risk Assessment, Team Collaboration

WORK EXPERIENCE

United States Gold Bureau | **Austin, Texas**   **July 2023 - July 2024**
Data Analyst

- Leveraged SQL to extract and aggregate complex data, identifying purchasing trends and market indicators, improving sales forecasting by 15% within one year
- Collaborated with cross-functional teams to convert business objectives into actionable insights, supporting data-driven decisions aligned with strategic goals
- Executed EDA and Customer Lifetime Value analysis within six months to evaluate purchase frequency and spending, reducing data inconsistencies by 20.5%
- Designed over 12 Tableau dashboards to visualize sales and marketing metrics, ensuring data accuracy and enhancing communication with stakeholders
- Optimized customer retention by 20% using CLV and CRM systems, refined marketing spend by 15%, and boosted ROI by 18% through advanced analytics

Stevens Institute of Technology | **Hoboken, New Jersey**   **August 2022 - May 2023**
Analytics Lecturer

- Mentored 80+ students in relational databases, R, and Python for Data Science, improving data analysis and predictive analytics skills
- Developed students' problem-solving skills by troubleshooting code and providing guidance, resulting in a 22% improvement in analytical capabilities within 12 months

Western Marine Traders | **Mumbai, India**   **January 2021 - June 2021**
Data Analyst

- Implemented ETL processes using Power Query to analyze customer purchasing behaviors, achieving a 20% reduction in data processing time and a 30% boost in customer engagement
- Built 4 Power BI dashboards in 6 months, cutting report generation time by 50% and aligning KPIs with team collaboration, leading to $3.75M revenue growth

Inventif Web | **Mumbai, India**   **November 2019 - December 2020**
Data Analyst

- Conducted A/B testing and user behavior analysis using Python and Tableau, leading to a 25% increase in user engagement and 10% boost in conversion rates within three months
- Utilized Python for real-time website tracking, reducing downtime by 40% and load time by 0.56 seconds while boosting session duration by 15%

PROJECTS

Mobile Product Reviews Sentiment Analysis   **June 2024 - August 2024**

- Executed web scraping and implemented sentiment analysis on mobile product reviews using Machine Learning and Natural Language Processing algorithms, achieving an accuracy of 88.09%
- Conducted aspect-based evaluation of reviews using one-hot encoding, identifying 12 high-demand features, enhancing feature selection, and improving product recommendations

CERTIFICATIONS

Microsoft Power BI Data Analyst Associate (Credential ID: 4CCBAF44E4E49387)   **July 2024 - July 2025**

EDUCATION

Master of Science
Stevens Institute of Technology | **Hoboken, New Jersey**

Bachelor of Technology (B.Tech)
KJ Somaiya College of Engineering | **Mumbai, Maharashtra**