

# DHRUV KOTECHA

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PortFolio | LinkedIn | Tableau | Git

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## SUMMARY

**Result-Driven** data analyst possessing strong **analytical, programming, and collaborative** skills with a passion for utilizing data to solve **complex problems** and drive **business growth**. **Proficient** in **querying and manipulating** data using **SQL**, conducting **data modeling** in **Excel** and **Python**, and creating impactful **visualizations** with **Tableau, AWS Quicksight** and **Power BI**. Seeking opportunities to apply my **analytical** expertise and **software proficiency** within a collaborative organization to derive business decisions

## EXPERIENCE

### United States Gold Bureau

Austin, Texas

May 2023 - Present

#### Data Analyst

- Utilized **SQL** to extract and analyze precious metals sales data, improving data quality through **Python data manipulation**
- Conducted **ETL** processes using **Oracle NetSuite** and produced **weekly sales reports** in **MS Excel**, focusing on **frequent vs least contacted customers**, with an aim of **strategically encouraging re-purchases and enhance customer engagement**
- Collaborated with varied teams to develop a range of **marketing strategies** aimed at attracting customers from **diverse marketing platforms**
- Created over **15** actionable **Tableau** dashboards, contributing to a **25%** increase in **customer re-purchase** rates and an impressive **93.78%** surge in **customer satisfaction**

### Stevens Institute of Technology

Hoboken, New Jersey

September 2022 - May 2023

#### Analysis Lecturer

- Assisted Professor **Dr Bei Yan** for **practical lab** sessions to instruct **100+ students** on **R-Programming and Python** for **Data Analysis**
- Undertook **code reviews** and graded student assignments based on code quality as part of academic responsibilities
- Scheduled **doubt session** for student's **coding queries** and **communicated tutorials** on **data analysis** and **modeling techniques** for timely completion of academic project

### Western Marine Traders

Mumbai, India

January 2021 - August 2021

#### Data Analyst

- Implemented in-depth analysis on **40 GB** data using **Python** to analyze **customer service** datapoints and to improve areas in **business process**
- Developed and Designed **4** actionable dashboards using **Tableau** to derive insights for **sales strategy** and build roadmap decisions for **revenue analysis** which contributed to **cost reduction** report from **4.8 hours to 15 minutes**
- Coordinated with manager for developing **KPI's** to determine product sales and identify opportunities that increased revenue by **\$3.75M** annually thereby reducing refund request to **32.74%** and labor expenditure by **4.73%**

### Inventif Web

Mumbai, India

August 2018 - December 2020

#### Data Analyst

- Performed **data cleansing** and **in-depth analysis** using **SQL** and **Python** to evaluate **metrics** impacting **website performance**
- Effectively identified trends through **deep dive analysis**, leading to a **13.8%** reduction in bounce rate, load time, and traffic volume using **Python**
- Cooperated with developers to improve website maintenance, achieving a **17.89%** increase in traffic, and reducing load time by **0.565 seconds**

## PROJECTS

### Heart Disease Prediction

January 2023 - May 2023

- Analyzed Cleveland's dataset employing **statistical** methodologies such as **t-test** and **chi-square** test and developed **hypothesis testing** to discern the key factors contributing to heart disease
- Modeled data using **logistic regression** (AUC-ROC), achieved an accuracy of **86.9%** and identified that people with smoking habits, irregular sleep patterns are more likely to get heart disease and validated this **predictive analysis** by **Tableau** visualization

### Mobile Product Reviews Sentiment Analysis

September 2022 - December 2022

- Lead a **team of 5 people** to perform **sentimental analysis** on user reviews for mobile products using **NLP and ML-Based approach**
- Executed **data wrangling** to transform data using **one-hot encoding** and extract best mobile features by using **random forest classifier**
- Implemented **aspect-based approach** to evaluate **sentiments** and recommend product which best suited price range resulting an accuracy of **88.09%**

## EDUCATION

### Stevens Institute of Technology

Hoboken, New Jersey

August 2021 - May 2023

- Master of Science** : Information Systems | **Concentration** : Business Intelligence and Analytics
- Coursework** : Business Intelligence & Analytics, Data Visualization Application, Multivariate Data Analysis, Financial Decision Making, Project Management Fundamentals, Big Data Technologies, Social Network Analysis

### KJ Somaiya College of Engineering

Mumbai, India

June 2015 - June 2019

- Bachelor of Technology

## TECHNICAL SKILLS

Programming Language	: Python, SQL (PostgreSQL, MySQL, Oracle, MS SQL Server), R, Microsoft Excel (Pivot Tables, XLOOKUP, VLOOKUP, Formulae), SAS
Visualization Tools	: Tableau, Microsoft Power BI, Google Data Studio, Quicksight, Alteryx
Libraries & Packages	: NumPy, Pandas, Matplotlib, Seaborn, Scikit-Learn, TensorFlow, PyTorch, Docker, Apache Spark, Hadoop
Cloud Platforms & Tools	: AWS (S3, EC2, IAM, EBS, EFS, Lambda), Snowflake, Agile, Databricks, JIRA, Confluence, Scrum
ML Algorithms	: Linear & Logistic Regression, Naïve Bayes, Decision trees, Random Forest, KNN, Support Vector Machines
Certifications	: <a href="#">Tableau Training for Data Science</a> , <a href="#">SQL Masterclass: SQL for Data Analytics</a>