

Frankie Daniel

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A dedicated and talented Data Science professional, I hold a Master's degree in Data Science from the University of Essex. I bring to the table a rich experience in data analytics, visualization, API design, and database management acquired through my stint as a Data Science Intern at PurpleGeeks and as a Data Analyst at Radsun Technologies. I am proficient in Python, SQL, Power BI, Dash, Tableau, and hold expertise in cloud-compute environments and high-performance computing. I am a Google Data Analytics and AWS certified cloud practitioner, and also hold an Nvidia GenAi certification. My ability to communicate effectively and engage stakeholders makes me a valuable asset for any team.

EDUCATION

University of Essex, Colchester, United Kingdom

Jan 2023 - Jan 2024

MSc in Data Science

- Acquired a comprehensive understanding of statistical analysis, machine learning algorithms, and data visualization techniques to extract meaningful insights from large data sets.
- Graduated with honors and completed a capstone project on predictive modeling, which was later published in the university's academic journal.

WORK EXPERIENCE

PurpleGeeks, *Data Science Intern*, Essex, UK

Feb 2024 – Dec 2024

- Orchestrated a predictive churn model using logistic regression in Python with 85% accuracy, enabling proactive outreach that led to a 15% increase in 90-day customer retention
- Delivered insights on loyalty behavior through RFM and cohort analysis, influencing retention strategy and contributing to a 22% boost in repeat purchase rates over 6 months
- Conducted A/B testing and uplift modeling for a newly launched customer rewards app, optimizing key features and leading to a 12% increase in daily active users and a 9% rise in average basket size
- Exemplified data storytelling skills by translating technical insights into business narratives, presenting to C-level leadership and influencing 3 major product roadmap decisions
- Pioneered a multi-variate regression framework to model customer lifetime value, driving 18% engagement growth among high-value users and increasing personalized email ROI by 26%.

Radsun Technologies, *Data Analyst*, Chennai

Nov 2021 – Dec 2022

- Collaborated with data science teams to implement ML-driven customer targeting, improving campaign precision by 25% and reducing time-to-market by 40% on new offers
- Delivered strategic insights through Tableau dashboards and executive presentations, directly influencing 3 quarterly roadmap decisions.
- Orchestrated the development of predictive churn models using Python (scikit-learn, XGBoost), achieving a 92% ROC-AUC and reducing churn by 18%.
- Analyzed purchase frequency and recency metrics to optimize loyalty program rewards, driving a 25% boost in reward redemption rates and 12% increase in NPS
- Pioneered the integration of customer sentiment analysis (from app reviews and surveys) into segmentation logic using NLTK in Python, improving customer classification accuracy by 21%

CERTIFICATES AND QUALIFICATIONS

Customer Loyalty Insights Dashboard

- Developed an interactive customer loyalty dashboard using **BigQuery, SQL, and Tableau**, analyzing transactional data to uncover key retention drivers, resulting in simulated reward strategy scenarios that projected a **25% boost in repeat purchase rate**

ResumeIntel – NLP-Powered Resume Optimization Engine

- **Developed an AI-driven resume evaluation tool** that uses NLP to assess keyword alignment between resumes and job descriptions, offering actionable insights for optimization; analyzed **5,000+ resumes**, leading to a **3x increase** in interview call rates and an average **25% boost** in job-matching relevance scores.

Python Analyst Professional

Mar 2025

- Develop proficiency in Python for data analysis, covering essential libraries, data manipulation, and practical applications to enhance analytical capabilities.

Nvidia GenAI certification

Sep 2024

- It covers topics such as machine learning, deep learning, and neural networks, highlighting the application of these concepts in real-world scenarios.

AWS certified cloud practitioner

Jun 2024

- This certification provided a deep understanding of the AWS Cloud economical aspects and its major services. It also included learning about billing, account management, pricing models and security concepts relevant to AWS Cloud.

Google Data analytics certified

May 2024

- Acquired proficiency in Google's data analysis tools and software. Gained an understanding of how to use data analytics in problem-solving and decision-making processes.

SKILLS AND EXTRA CURRICULAR ACTIVITIES

Programming & Tools: SQL, Python, R, BigQuery, DAX

Frameworks & Libraries & Technologies: scikit-learn, pandas, NumPy, Looker, Tableau, Power BI, Google Cloud Platform (GCP), Git, Jupyter Notebook

Technical Practices: Segmentation, Regression Analysis, Predictive Modeling, Churn Analysis, RFM Analysis, A/B Testing, Uplift Modeling, Customer Lifetime Value (CLV), Data Visualization, Data Storytelling, Dashboard Development

Soft Skills: Stakeholder Communication, Insight Presentation, Cross-functional Collaboration, Problem-Solving, Business Acumen, Storytelling, Strategic Thinking, Time Management