GOUTAM YADAV

📞 +91 7319588074   ✉ ggoutam2626@gmail.com   in LinkedIn   ○ GitHub   🔗 PortFolio

Education

National Institute of Technology, NIT Durgapur   **2019 - 2023**
Bachelor of Technology in Civil Engineering   *CGPA : 8/10*

Work Experience

Decision & Data Analyst   **May 2024 – Present**
ZS Associate   *Pune, India*

- **Cancellation Risk-Analysis Report:** Developed a model to analyze shipment cancellation risks by evaluating business rules and various parameters. Leveraged SQL for **data extraction,** Python for **data manipulation**, and Excel for **creating dynamic reports.** Delivered **94% accuracy** in predicting shipment cancellations, providing **early insights on sales impact** and optimizing inventory management. This Risk Analysis Report improves the sales forecasting accuracy, **reducing potential revenue loss**.
- **Mortality Rate ML Model:** Worked on Machine Learning models using Python for **feature analysis, EDA, and hyper-parameter tuning,** achieved **86% accuracy (12% improvement from the previous model)** in predicting patient mortality. This model enhanced the reliability, aiding in better patient risk management.
- **Weekly Pulse Check Report:** Built an **end-to-end dynamic dashboard** using **Excel, SQL, and Databricks** to track drug performance, patient journeys, market share, and promotional channel efficacy. Presented **actionable insights for market mix strategies** and **sales optimization**. This analysis helps streamline decision-making for market strategies, leading to **better resource allocation**.
- **Top 60 HCP Report:** Created **territory-level HCP targeting reports** by analyzing prescription data and market share. Utilized SQL for data extraction and Excel for **deciling** HCPs to identify loyalists, **increasing sales team efficiency**. The report has **boosted sales by 17.5%** Quarter-to-Quarter through optimized HCP targeting.

Subject Matter Expert & Analyst   **Aug 2023 – March 2024**
Acciojobs : Ed-Tech platform   *Internship*

- **Curated SQL and Algorithm Problems:** Developed and tested SQL, database, and algorithm challenges, analyzing difficulty based on user performance data. Impact: Enhanced problem library and improved user engagement.
- **Analyzed User Performance:** Assessed question difficulty and submission accuracy, optimizing challenge levels for diverse learners. Impact: Improved success rate tracking and learning experience

Technical Skills

- **Data Engineering & Database Concepts :** SQL, ETL Tools & Technologies, Database Management System (DBMS), DataBricks, Data Modelling
- **Data Visualization :** Data Cleaning & Pre-processing, Power BI, Advanced MS Excel, Advanced MS PowerPoint
- **Machine Learning Concepts :** Supervised and Un-supervised Learning, Exploratory Data Analysis(EDAs), Feature Engineering, Imputation and Encoding, Model Optimizing & Hyper-parameter Tuning
- **Languages & Web Technologies :** Python, C/C++ HTML5/CSS3, JavaScript
- **Course Works :** Data Structure & Algorithms, Object Oriented Programming, Software Development Life Cycle

Projects

Face Recognition using Machine Learning | Github Repo   **June 2023 - July 2023**

- **Developed a Face Detection System:** Built an efficient face detection and recognition model to enhance security applications using Python and Machine Learning techniques.
- **Implemented CNN with ResNet-34:** Leveraged Convolutional Neural Networks (CNN) and ResNet-34 architecture, training on VGG16 Faceset with an 80:20 train-test split, achieving 95% accuracy.

Pizzeria Performance: Pizza Sales Analytics with Power BI | Link   **Dec 2023**

- **Created Dynamic Power BI Dashboard:** Designed a dashboard for pizza sales analysis, integrating SQL Server for efficient data management.
- **Key Metrics and Insights:** Calculated revenue, order value, pizzas sold, and orders to deliver actionable insights for decision-making.
- **Impact:** Visualized sales trends and performance with compelling charts, enabling data-driven business optimization.

Achievements & Extra-Curricular Activities

- * **LeetCode:** Solved over 400+ Problems (Profile Link)
- * Secured a position in the **Top 5 Performer** at NASA Space Challenge Program
- * **Soprts :** Basketball, Badminton, Swimming