

GOWRI DATH

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Mathematical bent of mind combined with a rich exposure to data analysis for 3 years has naturally streamlined my interest towards data analysis. Technical expertise in collecting, analyzing, and interpreting large datasets by ensuring the quality and accuracy of data. Present insights to higher management through visualizations to drive better decisions.

EDUCATION

The University of Texas at Dallas (UT Dallas), M.S., Business Analytics , GPA : 3.607

Aug 2018 - May 2020

Visvesvaraya Technological University, B.E., Information Science and Engineering, GPA: 3.75

Sept 2011 - July 2015

TECHNICAL SKILLS

Programming Languages	: R, Python, SQL, JavaScript , HTML,SAS
Tools	: AWS(S3,EC2,VPC,RDS,Redshift,Athena), Tableau, Power BI, Google Analytics, Jira, MS Excel
Database Skills	: Oracle, MySQL, Microsoft SQL, Hadoop, NoSQL, ETL, Data warehouse
Analytical Skills	: Data manipulation using R/Python/SAS, Data Mining , Report Generation, Data modeling
Certifications	: AWS Certified Solutions Architect Associate, Certified Tableau Desktop Specialist Oracle Certified Professional Java SE 6 Programmer

BUSINESS EXPERIENCE

Technology Intern-Analytics, Transamerica Life Insurance Company

June 2019 - Aug 2019

- Performed data blending and joining in Tableau from disparate sources to effectively visualize data using maps and charts.
- Designed interactive dashboards utilizing features such as sets, parameters, level of detail calculations in tableau that helped the compliance team to identify risk and reduce risks by 10%.
- Performed data profiling between the legacy and cutting-edge applications that helped identify data discrepancies.
- Converted JSON to PostgreSQL queries by analyzing the JSON output from the Swagger UI which optimized the database and improved the API response time by 5%.
- Developed the skills required to function within an agile team by formulating the requirements and the acceptance criteria for a functionality through tools like Confluence and JIRA.
- Transformed data into reports, charts and presentation that provided key findings and recommendations to the senior management.

Technical Solutions Engineer, Pegasystems Inc

July 2015 - June 2018

- Proposed more than 120 workarounds and solutions to clients over the period of 1 year using Pega's core software, PegaRulesProcessCommander(PRPC) resulting in expedited client's application development cycle.
- Implemented and utilized predictive modelling in Pega Decision Strategy Management (DSM) application that successfully analyzed customer sentiments and improved customer satisfaction by fixing issues in a timely manner.
- Collaborated with subject matter to analyze and debug issues for customer service applications which significantly shortened the product release time by 10 days.
- Assisted and provided Healthcare CRM solutions in 20+ projects entailing predictive analytics with customers across the globe.

PROJECTS

Airbnb Host Analysis and Price Prediction | Python, Tableau

- Performed data cleaning, EDA, imputation and feature scaling to analyze data over 10K rental listings based on 96 variables.
- Predicted the price of listings by fitting regression models such as Linear, Ridge, Lasso and ensemble methods and obtained median absolute error (MAE) of 0.2689

Home Depot Product Search Relevance | Python, Tableau

- Performed data cleaning and manipulation by using the natural language processing features that improved the efficiency of the model
- Predicted the relevance score by implementing the Random Forest Regressor model and achieved a RMSE score of 0.49.

Predictive Analysis of Folgers Coffee Product width | SAS , R, Tableau

- Performed statistical analysis to study how demographics and store-promotions affect brand choice
- Implemented RFM customer segmentation analysis to identify the most profitable / frequent buyers and provided recommendations on the type of customers to target.
- Performed timeseries analysis (ARIMA model) to forecast sales and predict the future sales by analyzing the past records.

Analysis of E-commerce Online Retail dataset to perform Market Basket and Item-based Collaborative Filtering | R

- Performed Market Basket Analysis on the ecommerce dataset by generating association rules using Apriori function.
- Executed Item based Collaborative Filtering with Top N recommender algorithm to compute the Top 5 recommendations to a customer.

Data Visualization projects | Tableau

- Nike Manufacturing: Analyzed data and designed a dashboard by thoroughly investigating the data of 42 countries to highlight the top 5 contributing factors towards Nike's success.
- CFPB Complaint Database: Designed interactive dashboards by analyzing the nature of consumer complaints for companies which provided a data-driven , enterprise-wide view of their internal complaint data.