

# HIRENKUMAR PATEL

## Projects

### Video Game Sales Analysis

- **Objective:** Analyze global and regional video game markets to derive data-based business recommendations.
- **Technologies:** Python, Pandas, NumPy, SciPy Stats, Seaborn, Matplotlib.
- **Outcome:** Provided insights into user preferences, market trends, and sales dynamics, aiding strategic decision-making.

### Online Retail Customer Segmentation

- **Objective:** Identify trends and patterns in customer behavior to inform marketing and sales strategies.
- **Technologies:** Python, Pandas, K-means clustering, Apriori algorithm, RFM analysis, Matplotlib, Seaborn.
- **Outcome:** Segmented customers based on purchasing behavior, identified high-value customers, and derived association rules between product categories.

### Sentiment Analysis on Movie Reviews

- **Objective:** Classify movie reviews based on sentiment using machine learning techniques.
- **Technologies:** Python, NLTK, Multinomial Naive Bayes algorithm.
- **Outcome:** Achieved an accuracy of 86% in classifying reviews, providing insights into public sentiment and preferences.

### Healthcare System Database Design

- **Objective:** Design a robust and efficient database schema for a healthcare system.
- **Technologies:** MySQL.
- **Outcome:** Ensured data consistency and integrity, optimized query performance, and supported diverse healthcare operations.

### CellNow Kiosk UI Design

- **Objective:** Enhance user experience through intuitive interface design for a kiosk system.
- **Technologies:** Figma, Heuristic evaluation, User testing.
- **Outcome:** Improved user engagement and satisfaction, streamlined operations, and increased transaction efficiency.

### Bluez E-commerce Web Design

- **Objective:** Create a responsive and user-friendly website for an online store.
- **Technologies:** HTML, CSS, JavaScript.
- **Outcome:** Boosted online sales, improved user navigation, and enhanced overall user experience.

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## Portfolio

- <https://github.com/HirenPatel4897>

## Technical Skills

- **Programming Languages:** Python, SQL, R, JAVA
- **Data Analysis:** Exploratory Data Analysis (EDA), Data Visualization, Data Preprocessing, Feature Engineering
- **Machine Learning:** Regression, Classification, Clustering, Association Rule Mining, Natural Language Processing, Deep Learning
- **Tools and Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, NLTK
- **Database Design:** Relational database design using MySQL, Normalization, indexing, Data constraints
- **UI Designing:** Figma, Wireframing, User testing, Prototyping, Responsive web design
- **Web Design:** HTML, CSS, Javascript

## Certifications

- Google Data Analytic Professional Certificate
- Machine Learning A-Z™: Python & R in Data Science
- Python A-Z™: Python For Data Science
- The Data Science Course: Complete Data Science Bootcamp

## ***Work***

### **Dunkin Donuts & Baskin Robbins - Shift Leader**

Atlanta, GA

08/2021 - 06/2023

- Prepared and analyzed shift summary reports, highlighting key performance indicators.
- Ensured customer satisfaction by maintaining a clean and organized store environment.
- Demonstrated strong problem-solving skills by efficiently resolving customer disputes.
- Managed inventory, analyzed sales figures, and identified areas for improvement.
- Trained new employees, emphasizing attention to detail and data accuracy in transactions.

## ***Education***

08/2023

### **Georgia Southwestern State University**

Americus, GA

Master of Science: Computer Science

- 3.9 GPA
- Relevant Coursework: Data Mining, Advanced Database Design, HCI (Human Computer Interaction), Distributed Web Design.

08/2018

### **Gujarat Technological University**

Gujarat, India

Bachelor of Engineering: Electronics And Communications Engineering