

Jayraj Radadiya

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🌐 [Github Repository](#)

SKILLS

Technical Skills: Machine Learning, Deep Learning, Artificial Intelligence, ETL, Data Cleaning, Data Visualization, Reporting, Business Intelligence, Statistical Analysis.

Programming Languages and Tools: Python , R, SQL, Excel, Tableau, Power BI, Google Analytics, GitHub, Google Cloud, Power Query, Microsoft Azure, JIRA, VADER.

Frameworks: Scikit-Learn, Keras, TensorFlow, NLTK.

EXPERIENCE

Business Data Analyst

May 2023 - Present

CloudExt Inc.

- Collaborate with the marketing team to optimize advertising campaigns by analyzing click-through rates, conversion rates, and customer demographics, resulting in a 15% reduction in cost per acquisition.
- Worked on cross-functional project to develop a real-time dashboard that visualizes key performance indicators (KPIs), leading to improved decision-making and a 20% decrease in response time to critical issues.
- Assist the finance department in budget forecasting by providing data-driven insights, contributing to a 5% reduction in budget variances and more accurate financial planning.
- Conduct sentiment analysis on customer feedback data, enabling the company to proactively address potential issues and resulting in a 25% increase in customer satisfaction scores.
- Implement data quality checks and validation processes, reducing data entry errors by 18% and enhancing the overall reliability of reports.
- Collaborate with the HR team to analyze employee performance metrics and identify training needs, leading to a 12% improvement in overall team efficiency.
- Develop anomaly detection algorithms to identify unusual patterns in transaction data, contributing to a 30% reduction in fraudulent activities and improved data security.
- Present monthly insights on customer behavior and market trends to the executive team, aiding strategic planning and resulting in a 10% increase in alignment between business goals and data-driven strategies.
- Coordinate with external vendors to integrate third-party data sources, enriching internal data with external insights and broadening the scope of analysis possibilities.
- Play a key role in implementing data governance policies and procedures, ensuring compliance with industry regulations, and enhancing data privacy practices.

Data Analyst Intern
St. Clair College

Jan 2023 – April 2023

- Leveraged SQL expertise within Google BigQuery to design optimized algorithms, reducing data processing time by 25%. Transformed raw data into structured datasets, enhancing accuracy and efficiency in analysis.
- Utilized Google Cloud Platform as an ETL platform, employing SQL in BigQuery, to create interrelated tables from a base dataset, resulting in improved data accuracy by 20% and streamlined analytical processes. Used Google Cloud Platform as ETL platform to get data into a defined structure.
- Successfully cleaned and prepared datasets for analysis, reducing data errors by 20% and improving data accuracy.
- Contributed to the identification of student problems, leading to a 30% improvement in retention rates after implementing support strategies.
- Introduced a novel data collection method, resulting in a 40% increase in data availability for strategic planning and decision-making.
- Suggested and implemented 2 AI-driven solutions, resulting in a 15% increase in operational efficiency within the existing processes.
- Created a centralized data repository, reducing data access time by 25% and eliminating duplicate data collection efforts.
- Gathered feedback from 50+ users, guiding iterative improvements that increased user satisfaction by 20%.
- Improved data analysis efficiency by implementing optimized algorithms, including those from Google Cloud's suite, resulting in a 25% reduction in processing time.

Data Analyst
Tatvasoft

July 2020 – Nov 2021

- Worked with SQL querying techniques to extract and analyze data from the e-commerce platform's backend database, efficiently handling over 100,000 records with precision and accuracy.
- Assisted in executing 3 medium-sized data-driven projects concurrently, ensuring all projects were completed within the specified timeframes.
- Implemented data optimization strategies that resulted in a 40% improvement in data retrieval speed and overall system performance.
- Conducted in-depth data reviews, identifying, and resolving 50+ critical data anomalies, contributing to enhanced data integrity and reliability.
- Led the implementation of 2 data visualization dashboards using tools like PowerBI, providing actionable insights to stakeholders, and improving decision-making processes.
- Collaborated with a team of 8 cross-functional members to integrate data sources seamlessly, reducing data integration time by 20%.
- Successfully presented data analysis findings to clients, resulting in a 90% client satisfaction rate and positive feedback on the actionable insights provided.
- Actively contributed to the development of a comprehensive data analysis framework, streamlining data processing and analysis tasks by 25%.

EDUCATION

Data Analytics for Business

January 2022-April 2023

St. Clair College, 3.8 GPA

Relevant Courses: Advance Statistics, Data Visualizations and Tools, Machine Learning, Deep Learning, Business Analytics & Decision Making with SQL.

Bachelor of Engineering in IT,

August 2016 - June 2020

Gujarat Technological University, 3.3 GPA

Relevant Courses: Data Structures, Big Data Analytics, Data Mining & Business Intelligence, Python Programming.

PROJECTS

Hotel insights Analysis.

SSMS, PowerBI.

- Leveraged SQL Server Management Studio to clean and transform hotel data, ensuring its suitability for comprehensive visualization.
- Integrated refined data into a SQL database, seamlessly connecting it with Power BI to create 2 dynamic dashboards. One spotlighted the trajectory of hotel revenue, while the other illuminated trends within the customer base.

Nykaa Google PlayStore Review Sentimental Analysis

Python: Pandas, NumPy, NLP: Nltk, ML: Scikit-Learn.

- Used Python to clean & transform over 150k records of reviews from Google play store. Performed Sentimental Analysis using Natural Language Processing Toolkit (NLTK).
- Compared K Nearest Neighbour, Support Vector Machine, Decision Tree & Random Forest.
Result: Random Forest with 87% Validation Accuracy.

Cognizant CTSH : Financial Analytics.

CAPM, Monte Carlo Simulation, Python : FB Prophet.

- With data of Cognizant Stock (2018-2022) from Yahoo Finance in Python using yfinance. Calculated Expected Return & Stock Valuation using Capital Asset Pricing model and Dividend Growth model. **Result:** Expected Return Rate = 9.417% And Stock Valuation = \$71.715.
- Performed Monte-Carlo simulations on the data to simulate stock prices for Jan 1, 2023, to Dec 31, 2023, which predicted. Standard Deviation : 1.25.
- Created Buy-Sell signals in Stock market using Moving Average. Used Facebook prophet to forecast Future Trends and pattern.

Air Quality USA between 1980-2020.

Microsoft Excel, Power Query, Tableau, Forecasting.

- Transformed the data into proper Time Series Data and a pre-defined Structure using Power Query.
- Developed a Tableau Story of 3 Dashboards to analyze the air Quality Index throughout the time period.
- Using Tableau analytics Forecasted the Average AQI of USA and its States getting better by almost 7% in current ongoing decade.

Bike Sales in Europe Analysis.

Tableau Prep, Tableau, Forecasting.

- Utilized Tableau Prep to meticulously cleanse, transform, and structure the data into the desired target format, ensuring its optimal suitability for subsequent analytical endeavors.
- Crafted a comprehensive tableau narrative encompassing the 3 pivotal domains of the industry, adeptly weaving together their intricate threads to provide a holistic and insightful perspective.

Indian Consumer Price Index Avg Growth Rate Dashboard.

Python, Power Query, PowerBI.

- Utilized both Python and Power Query to proficiently process and restructure the data, ensuring its successful transformation.
- I have successfully designed an interactive Power BI dashboard with a primary emphasis on analyzing the Compound Annual Growth Rate (CAGR) of the Consumer Price Index (CPI) across distinct sectors within the Indian economy. The dashboard facilitates a comprehensive visualization of the growth trajectories, enabling informed insights into the evolving trends and patterns of CPI expansion across various sectors.

Analyzing Academic Behavior in Relation to Student Background.

Google Cloud, BigQuery, SQL, Tableau, Scikit-Learn, Keras, TensorFlow, SciPy Stats, VADER.

- Created 2 Fully Automated Pipeline with ETL on Google Cloud Platform with BigQuery as Load destination.
- Performed BoxCox Transformation, T-test, Anova & Welch's Test on the Students data to explore the Statistical impacts of Student's Background on their Academic Performance.
- Developed and compared ML models and Neural Network using 2 approaches. **Result:** FFNN Classifier was able to achieve 45% accuracy on real data.
- Used VADER to determine the sentiment of each student's feedback. **Result:** Majority of Feedback was having positive sentiment score.
- Created Interactive dashboards analyzing Student's Demographic, Employment, & their College Experience.
- Also created 2 Dashboards to monitor students' responses to the survey and its Analysis. Resulting into Optimized Dashboard showing Areas that need special attention using KPI's.

CERTIFICATIONS

Google Analytics 1 | Google Analytics Academy

Relational data in SQL | Data Camp

Data Analysis in Excel | Data Camp

Intermediate SQL Queries | Data Camp

Database Design | Data Camp