

KALPESH ODEDRA

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Portfolio: kalpesportfolio.squarespace.com

SUMMARY

- Results-oriented data analyst professional with passion for marketing analytics with proven track record in delivering value to the business in any capacity or role. Over 6 months experience in Python, Advanced Excel and experience in SQL, Access, SAS, and Microsoft Office Suite.
- Deep understanding of business statistics.
- Excellent communication skills and a team-player attitude.

SKILLS

- Programming : Python(Pandas, scikit-learn, seaborn, textblob), SAS, SQL, data scraping, data cleaning and manipulation.
- Machine Learning and Statistics : Regression and residual analysis, descriptive statistics, experiment design, linear programming, network flow modelling, spanning tree, association rules and collaborative filtering, decision trees.
- Excel: Advance Excel, Macros, Linear Programming, Solver, Power Pivot, Excel QM, Querying, ETL through data connections.
- Reporting: Analyze, Sort and filter large datasets to develop KPI, performance dashboards and Ad Hoc reports.
- Reporting tools: Tableau, PowerBI, Microsoft SQL, Excel
- Database tools: Microsoft Access, Microsoft Server
- Version control tool: git
- Microsoft Office Suite
- Develop quantitative and qualitative research and recommend insights

PROJECTS & RESEARCH EXPERIENCE

Teaching Gurus

Mississauga, ON

Capstone Project, Location and Target Market Analytics

Ongoing

- Organized Client's data into meaningful analytical file and derived customer data from Canada's census, 2016 data using postal codes for a detailed understanding of the target market.
- Visualized performance metrics using Tableau and provided business recommendation for a new location using the insights.

Ontario Museum Association

Winter, 2021

Qualitative Research Project

- Created a research proposal and questionnaire design to understand how factors affecting OMA's digital product's pricing model decisions.
- Deployed questionnaire in collaboration with Maru/Blue and collected consumer data.
- Recommended strategies to OMA liaisons to improve their pricing model for their digital products.

George Brown College

Winter, 2021

Sentiment Analysis and Topic Modelling, Healthcare Industry,

- *Extracted over 10,000 tweets from twitter using python and performed text mining techniques to understand sentiment behind user's tweets.*
- Created a functional model to extract popular topics and themes discussed in tweets by individuals to recommend strategies for the healthcare industry.

Sheridan College

Fall, 2020

Location Analytics, Retail industry

- Created a target marketing analysis using PRIZM data to recommend a new location for the business with Envision and PiinPoint location analytics tools.

RELEVANT WORK EXPERIENCE

Walmart

Present

Customer Experience Salesfloor Associate

Mississauga, ON

- Awarded **Customer Loyalty Award** for improving customer satisfaction score by 8% and impeccable customer service in online delivery system.
- Provide weekly communication notes, as Marshall, from customers to improve operations and customer service.
- Order resolution and on-time order fulfillment of customer orders.

EDUCATION

George Brown College

Toronto, ON

Analytics for Business Decision Making, Post Grad Cert

Winter, 2021

Cumulative GPA: 3.87 /4.00

- Expected Honors: **Spring 2021**, Dean's List Award for academic achievement with **3.91 GPA**.
- Honors: Winter 2021, Dean's List Award for academic achievement with **3.82 GPA**.
- Relevant Coursework: Business Statistics, Data Mining and Modelling, Management Science, Business Metrics, Operations Research, Linear Programming, Python data extraction and manipulation

Sheridan College

Mississauga, ON

Marketing Management, Port Grad Cert

Fall, 2020

Cumulative GPA: 3.75 /4.00

- Graduated with Honors.
- Relevant Coursework: Sales and marketing, Segmentation, Basics of Marketing, Creating Marketing Plan, Advertising and Branding.