

# KALPESH ODEDRA

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## Summary

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

## EDUCATION

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### George Brown College

Toronto, ON

*Analytics for Business Decision Making, Post Grad Cert*

Winter, 2021

*Cumulative GPA: 3.82 /4.00*

- Honors: Winter 2021, Dean's List Award for academic achievement.
- 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.

## Projects & Research Experience

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### 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.

### 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 Sales Executives*

*Mississauga, ON*

- Awarded Customer Loyalty Award for improving customer satisfaction score by 8% and impeccable customer Service in pilot online delivery system.
- Recommended function strategies to upper management to improve pilot project launch of their new online delivery operations management app.

## Technical Skills

- Programming : Python(Pandas, numpy, 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.
- Database tools: Microsoft Access
- Version control tool: git
- Microsoft Office Suite