Karan Chheda

+1 (415) 712-4873 **|** kchheda97@gmail.com **|** linkedin.com/in/KaranChheda97 **|** github.com/KaranChheda

WORK EXPERIENCE

High Country News, Data Analyst   **San Francisco, CA**

Skills: Python, Power BI, Excel, Google Analytics, Machine Learning, Data Storytelling   *May 2022 – Dec 2022*

- Increased donor engagement by 15% through conducting data analysis in Python and targeted marketing segmentation. Validated scoring matrix to enhance the efficacy of campaigns, resulting in improved donor participation and ROI.
- Analyzed data for 108,000 users and created a comprehensive Power BI dashboard to visualize the donor journey from acquisition to sustained giving, resulting in an improved understanding of donor behavior.
- Streamlined project completion by 30% by managing weekly Scrum meetings and ensuring team alignment. Delivered projects on time and within budget, resulting in a 20% increase in client satisfaction and repeat business.

San Francisco State University, Research Data Analyst   **San Francisco, CA**

Skills: Tableau, SQL, Financial Analysis, Data Modeling, Data Analysis, Python   *Oct 2021 – May 2022*

- Achieved 98% accuracy in predicting Dollar-Yen exchange rate behavior by conducting thorough Time Series analysis using Tableau. Applied insights to make informed investment decisions resulting in a 30% increase in portfolio value.
- Developed a cutting-edge Scikit-Learn linear regression model in Python to forecast Yen futures returns based on lagged Yen futures returns. Utilized advanced ARIMA modeling techniques to accurately forecast settle prices, resulting in a 25% increase in trading profits.
- Accomplished a 20% increase in data retrieval speed, as measured by performance metrics, by optimizing and streamlining SQL queries and implementing indexing strategies.

Noveltech Feeds Pvt Ltd, Data Analyst   **Mumbai, India**

Skills: SQL, Python, Tableau, Data Engineering, Business Analysis   *Sep 2019 – Aug 2021*

- Designed and executed efficient ETL pipelines using Python, SQL, and other relevant tools to extract and transform raw data. Ensured data quality and consistency, contributing to a 50% reduction in business process time.
- Accomplished a 15% increase in micro market performance as measured by KPIs, by developing an end-to-end Tableau dashboard that provided granular performance data and enabled higher management and investors to make data-driven decisions on a daily basis.
- Utilized business intelligence tools such as Tableau and SQL to conduct a cost-benefit analysis for SAP hardware, identifying key cost drivers and recommending strategies that led to a 30% reduction in costs.

PROJECT EXPERIENCE

Conversion Rate Prediction   **San Francisco, CA**

Skills: Machine Learning, Python, Excel, Quantitative Analysis, Data Mining   *Sep 2021 - Jan 2023*

- Improved conversion rate by 20% by analyzing a dataset of 3 million users using Logistic Regression techniques in Python, providing actionable insights to the product and marketing teams.
- Enhanced conversion rate prediction accuracy by 98.75% through hyperparameter tuning using Gradient Boosting Algorithm in Python, resulting in enriched customer experience and improved business outcomes.

EDUCATION

San Francisco State University   **San Francisco, CA**
   Master of Science in Business Analytics | *GPA – 3.89/4*
University of Mumbai   **Mumbai, India**
   Bachelor of Computer Science | *GPA – 7.22/10*

SKILLS & COMPETENCIES

Skills: Python, SQL, PostgreSQL, MS Excel, Tableau, Power BI, Looker, Jira, SAP, Google Analytics, MS Office, Communication

Python Libraries: Pandas, NumPy, SciPy, Matplotlib, Seaborn, Scikit Learn, Plotly, Statsmodel, TensorFlow

Statistics: Regression, Hypothesis Testing, A/B Testing, Time Series Forecasting, Multivariate Analysis

Machine Learning: Decision Trees, Random Forest, Linear Regression, Logistic Regression, Cross Validation, KNN, SVM