

# Kartik Salian

salian.kartik7@gmail.com | +353 899751152 | LinkedIn/KartikSalian | GitHub/KartikSalian

## Summary

Data-driven professional with a Master's in Computer Science (specializing in Data Analytics) and expertise in data visualization, reporting automation, and business intelligence. Experienced in developing scalable data pipelines, designing Power BI dashboards, and implementing predictive analytics to drive actionable insights. Passionate about leveraging data analytics, SQL, and automation tools to optimize commercial performance and reporting processes.

## Education

**University of Galway, Galway**, MSc in Computer Science (Specialization: Data Analytics) Sep 2022 – Aug 2023

- Honors degree classification: 2:1
- Related Modules: Machine Learning, Deep Learning, NLP, Image Processing, Data Visualization and Knowledge Graph

**Fr. Conceição Rodrigues College of Engineering, Mumbai**, BE in Electronics Engineering Jul 2018 – May 2022

- Honors degree classification: 1:1
- Related Modules: Neural networks, Digital signal processing, Object oriented programming, DBMS and C.

## Experience

**Data Analyst**, Vodafone – Dublin, Ireland May 2024 – Present

- Designed and implemented data-driven methodologies to analyze customer Wi-Fi performance, identifying and optimizing network parameters for 10K+ users in collaboration with a partner company, resulting in a 95% success rate in improving connectivity
- Designed and deployed Power BI dashboards to identify under performing regions, enhancing network optimization.
- Developed predictive analytics solutions for asset management, optimizing IP address ownership and renewal strategies.
- Automated end-to-end ComReg reporting process, integrating MicroStrategy data with weather maps to generate regulatory reports submitted to the Irish government, ensuring compliance while reducing manual effort.
- Provided insights on customer churn and retention, integrating data into strategic decision-making processes.
- Analyzed Wi-Fi extender effectiveness with marketing and finance teams, providing data-driven insights to support sales decisions.
- Conducted in-depth analysis of churned customer data to identify key drivers of attrition, diagnose service gaps, and recommend targeted strategies to enhance retention and customer experience.

**Big Data Engineer**, Vodafone – Dublin, Ireland Sep 2023 – May 2024

- Designed anomaly detection pipelines using Fourier transformations, enhancing feature engineering for ML models.
- Developed proof-of-concept data pipelines for large-scale data processing, improving operational efficiency.
- Collaborated with data scientists to integrate ML models into real-time detection systems, boosting reliability.
- Optimized SQL queries for improved database performance and anomaly detection.
- Using advanced SQL to optimize query performance and manage complex database operations for anomaly detection use cases.
- Utilized Jira for project management and status reporting, underscoring my ability to handle multiple tasks and deliver timely updates.

**Data Analyst Intern**, Devlance – Remote, Mumbai May 2022 – June 2022

- Conducted statistical analysis on survey data to identify key factors influencing salary trends.

- Built regression models to benchmark salaries, providing actionable insights for competitive positioning.
- Designed and presented data visualizations to communicate findings effectively to stakeholders.

## Projects

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### Financial News Sentiment Analysis

- Developed a sentiment analysis system for financial news using Kaggle's Twitter Financial News dataset, applying text preprocessing (tokenization, stop-word removal, TF-IDF), training multiple machine learning models (Logistic Regression, SVM, Random Forest), and evaluating their performance to identify the most accurate model.
- Tools Used: Python (Pandas, Scikit-learn, Matplotlib), Kaggle Dataset, TF-IDF, Logistic Regression, SVM, Random Forest.

### Sales Analytics Dashboard (Power BI & Python)

- Developed an interactive sales dashboard using Power BI and Python (Pandas) for data cleaning, transformation (CSV to Excel), and feature engineering. Utilized DAX for complex calculated columns and measures on profit, sales growth, and discount impact. The dashboard included KPIs, line graphs, donut charts, and a bar-line combo chart for analyzing sales trends and performance.
- Tools Used: Python (Pandas, NumPy), Power BI, Power Query, DAX, Excel/CSV.

### Linear Regression Model

- Predicted sales and analyzed the relationship between sales and marketing spends using Python libraries
- Tools Used: Python (pandas, matplotlib, seaborn, sklearn)

### Fandango ratings Analysis

- Investigated potential rating manipulation on Fandango's platform using Python for statistical analysis and visualization.
- Tools Used: Python (pandas, matplotlib, seaborn, sklearn)

### Titanic Survival Prediction

- Developed a machine learning model predicting Titanic passenger survival using Python-based data preprocessing and visualization techniques
- Tools Used: Python (pandas, matplotlib, seaborn, sklearn)

## Technologies and Skills

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**Programming & Tools:** Python, SQL, R, Tableau, Power BI, Sparks, MicroStrategy, Microsoft Excel.

**Data Engineering:** Data Pipeline Design, Big Data Technologies, Data Wrangling, Data Normalization, Cloud Platforms (GCP).

**Analytics & Modeling:** Statistical Analysis, Machine Learning, Predictive Analytics, Data Visualization, Predictive Analytics, Dashboard & Report Development, NLP, Transformer, BERT, T5.

**Soft Skills:** Collaboration, Communication, Problem-solving, Adaptability, Attention to Detail.

## Certifications

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- Python programming training
- Python for Machine Learning and Data Science Masterclass
- The Complete SQL Bootcamp
- A Crash Course in Data Science by Johns Hopkins University
- Introduction to R
- Foundations: Data, Data, Everywhere by Google
- Foundations of Project Management by Google