KENIL GONDALIYA

Data Analyst | Business Analyst

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GitHub | Linkedin

PROFILE SUMMARY

Experienced Data Analyst skilled in Python, SQL, and Power BI, with a strong background in predictive modeling and data visualization. Experienced in interpreting complex datasets, translating technical findings into actionable insights for non-technical stakeholders, and designing effective dashboards to drive data-informed business decisions.

SKILLS

Programming Languages:	Python, SQL, SAS
Libraries/Frameworks:	Numpy, Pandas, Matplotlib, Seaborn, SciKit-Learn
Tools / Platforms:	Advanced Excel, Jupyter Notebook, VS Code, JIRA, Github
Statistical Models:	Regression, Hypothesis Testing, Natural Language Processing, Decision Trees
Databases:	MySQL, SQlite
Visualization Tools:	Tableau, Power BI

EXPERIENCE

Customer Purchase Analysis and Prediction | Link   *Python, Pandas, Matplotlib, Scikit-learn*
George Brown College (GBC), Toronto

- **Designed predictive models** to forecast customer purchase behavior, focusing on "Purchase" and "Spending" to enhance targeted marketing efforts.
- **Analyzed demographics and spending trends** in a dataset of over 2,000 records using Python, delivering actionable insights to inform marketing strategies.
- **Developed and assessed logistic regression and decision tree models**, fine-tuning performance through cross-validation and ROC-AUC analysis.
- **Built and evaluated logistic regression and decision tree models**, optimizing performance with cross-validation and ROC-AUC analysis.
- Achieved an 81% accuracy rate with balanced precision and recall metrics, highlighting the model's reliability in predicting customer purchase behavior.

New York Airbnb | Link   *Power BI, Python, SQL, Excel*
George Brown College (GBC), Toronto

- **Data Processing & SQL:** Analyzed 26,000 Airbnb listings using SQL to uncover key trends, including Manhattan's highest average prices and Queens' affordability at $95.5 per night.
- **Python Analysis & Modeling:** Leveraged Python to perform clustering and regression analysis, identifying room type as a critical driver of price variance, accounting for 11.4% of the variability.
- **Power BI Dashboards:** Developed interactive Power BI dashboards showcasing seasonal trends and borough-specific insights, providing actionable guidance for pricing strategies.
- **Key Findings:** Proposed dynamic pricing strategies, supported by regression findings, to target luxury and budget segments, projecting a 20% increase in occupancy rates.

Junior Business Analyst / *Dress Me*   Surat, India | July 2020 - April 2023

- **Increased sales revenue** by 5% by building trend forecasting models and interactive dashboards, enabling data-driven marketing campaigns.
- **Improved financial reporting accuracy** by 2.5% by implementing SQL-based data cleaning and transformation processes, providing reliable insights for management.
- **Enhanced budgeting efficiency** by 30%, delivering automated Excel tools that reduced manual effort and accelerated decision-making by 20%.
- **Optimized operational alignment** by gathering business requirements and creating dashboards, ensuring clear communication of KPIs across departments.

EDUCATION

Analytics for Business Decision Making   Toronto, Canada
George Brown College   May 2024 - Dec 2024
GPA: 3.93 | Dean's Honor List

Marketing Research and Analytics   Toronto, Canada
Centennial College   May 2023 - Dec 2023
GPA: 3.83

PROFESSIONAL DEVELOPMENT

Google Cloud Data Analytics Professional Certificate   In Progress
Winner SAS Cortex   SAS Viya | June 2024
Managing Deputy Returning Officer (MDRO)   June 2023