

Ketul Patel *Senior Data Analyst*

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🌐 Ketul-Patel-1912

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📍 Sterling City, Bopal, Ahmedabad, Gujarat, India

📁 Personal Portfolio

🎓 Education

Data Analyst and Data science Training and Certification

Preleaf by Masai School

01/2022 – 09/2022

B.E (Mechanical Eng.)

Gujarat Technological University

01/2012 – 01/2016 | Ahmedabad

12th Science

Gujarat Secondary and Higher Secondary Education Board, Gandhinagar

01/2010 – 01/2012 | Patan

💻 Skills

SQL

- TERADATA
- MS SQL SERVER
- MY SQL
- DATABRICKS

MICROSOFT AZURE

- Pyspark
- Databricks
- Azure Data factory
- Azure Synapse Analytics
- Data Warehouse

PYTHON

- Pandas
- NumPy
- Matplotlib
- Seaborn
- Request
- Beautiful Soup
- Streamlit

POWER BI

MACHINE LEARNING

Supervised ML with scikit-Learn Library

📄 Certificates

- Google Data Analytics Professional Certificate [🔗](#)
- Azure Databricks & Sparks For Data Engineering [🔗](#)

🌐 Languages

English ● ● ● ● ●
Hindi ● ● ● ● ●
Gujarati ● ● ● ● ●

👤 About Me

Enthusiastic about data analytics, I have successfully completed specialized courses in Data Science and Data Analytics. My experience with fashion retail industry datasets has honed my analytical skills. I am actively seeking opportunities to work with diverse datasets, solve real-world problems, improve technical skill, and provide valuable insights for informed business decisions.

📁 Professional Experience

Cartesian Consulting Pvt Ltd (Client: Aditya Birla Fashion & Retail Limited)

Senior Data Analyst

11/2023 – Present | Mumbai, India

Data Analyst

11/2022 – 11/2023 | Mumbai, India

- Delivering analytical solutions to the retail client on a regular basis as per the AdHoc requirements of the business.
- Building up of several monthly, Quarterly & Yearly trackers independently from the scratch as per the business requirements on several retail dimensions both on Online & Offline space.
- Building up Analytical profiling of several in-house as well as acquired brands for the parent retail client.
- Developed certain new strategies for intelligent customer segmentation on RFM dimension & Market basket analysis for the retail client.
- Developed certain analytical trackers & dashboards for the client to understand the business on Pre-Covid, during Covid & Post Covid periods & the essential actioning that has to be implemented as a business.
- Handling the data loading process to fetch the data into database from the source (Client) database independently.
- Building up of several analytical solutions like Migration, Cannibalization, Cohort so as to improve the performance monitoring of the business.
- Style Persona Clustering - Have accomplished clustering for Male & Female survey data so as effectively target & enhance the business on Online and offline space.
- Customer Propensity Modelling - Classification Modelling to understand the retention of the loyal customer base.

Maxxis Rubber India Private Limited

Production Engineer

11/2016 – 11/2022 | Ahmedabad, India

- Performed Various Data analyses of defects of products to find Root-causes and implement counter-measures to increase efficiency.
- Analyse testing Data and reduce rubber recycle rate and die test counts Using **SQL and Excel**.
- Used different excel tools like Pivot table, Charts, Dashboards, and **Power Query** For Analysis and Data collection.
- Data collection from **SAP ERP system** and data cleaning through **Python** i.e. daily production planning, Die testing, Prototype, pre-launch schedule-wise.
- Dashboard preparation for monthly defects trends and visualization.
- Worked as a Production and **CAD** engineer to contribute to **VMC machine** die making for semi-products of the tire and monitoring the overall function of processes for the entire operation.
- Create 2D & 3D parts modeling, drawings, and assembly using **solid work and solidcam** for generating **NC code**.
- Calculating Machine run time utilization percentage and reduce cycle time for improving **OEE**.

Interests

Outdoor Activities

walking, running, gardening and hiking

Awards

Go Extra Mile Award

Pantaloons (ABFRL)

01/04/2023

For outstanding display of ABG values
Quarter 3, FY23

Projects

Tread Specification History Management System

- This Application reduce the lack time of retrieving the history records and maintain the all history catalogue of tread specification .
- All the necessary process data to be stored, retrieved, and maintained by this application.

Sales Superstore Dashboard

- Superstore Dashboard using Tableau.
- Analyze KPIs, churn rate, growth in popularity over the years, etc.

IPL (2008-2020) Analysis Dashboard

- Using Tableau tool for analyse the IPL data and made a dashboard better visualization

YouTube Channel Analysis

- Scraping YouTube using YouTube Data API (Python beautiful soup and Request Module)
- analyze the statistics i.e. number of frequently uploaded videos, number of views, likes, channel subscriptions, etc.

IMDb Website Data Gathering

- Scraping IMDb Website through Python beautiful soup and Request Module
- Gather the best rated movies and web series