HENIL KOTADIYA

Data Analyst

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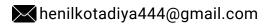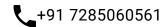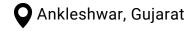
PROFILE SUMMARY

My expertise is in computer science, artificial intelligence, and programming, with a specialization in data science. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

SKILLS SUMMARY

- **Languages:** Python, SQL
- **Frameworks:** Pandas, NumPy, Scikit-Learn, Matplotlib, TensorFlow
- **Tools:** Power BI, Excel, PowerPoint, Tableau, MySQL, API
- **Platforms:** VS Code, Jupyter Notebook, GitHub
- **Data Analysis:** Statistical Analysis, Data Visualization

WORK EXPERIENCE

Data Science Intern

Spinnaker Analytics LLC (Jan 2025 – Mar 2025)

- I developed machine learning models to predict hotel reservation cancellations, which optimized revenue management and resource allocation.
- Additionally, I analyzed and clustered data for solar energy production zones to enhance energy planning and efficiency.
- These experiences demonstrate my strong analytical skills and commitment to data-driven decision-making.

PROJECTS

Digital Marketing Campaign Conversion Prediction Link

- The objective of this project is to develop a robust machine learning model that accurately predicts customer conversions in digital marketing campaigns.
- By leveraging demographic and engagement data, the model will help identify high-potential customers, enabling optimized campaign targeting.
- That will lead to improved conversion rates, cost-efficient resource allocation, and a higher return on advertising spend (ROAS).

EDUCATION

Uka Tarsadia University   2021 - 2024

Bachelor of Computer Science in Information Technology

CERTIFICATES

Boston Institute of Analytics

Diploma in Data Science & Artificial Intelligence