Kunal Kokate

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EDUCATION

Rutgers University - New Brunswick, NJ   **May 2024**
Bachelor's in Computer Science
Bachelor's in Business Analytics & Information Technology (BAIT)

PROJECTS

Price Tracker Pro - [Project link](#)   *Python, BeautifulSoup, Excel*
- Engineered a robust web scraper that extracts product data from Amazon, processing 1000+ entries monthly.
- Implemented automated daily data collection, resulting in a 90% reduction in manual data gathering time.
- Integrated data visualization tools to create graphical representations of price trends and product availability.

Airbnb Insights Explorer - [Project link](#)   *Tableau, Excel*
- Analyzed 50,000+ Airbnb listings across 24 zip codes, uncovering pricing patterns and occupancy trends.
- Created an interactive dashboard that increased stakeholder understanding of market dynamics by 40%.
- Proposed data-driven, seasonally-adjusted pricing strategies projected to boost revenues by an average of 18%.

Pandemic Impact Analyzer - [Project link](#)   *SQL*
- Conducted comprehensive analysis of global COVID-19 data, processing over 414,000 rows of information.
- Developed intricate data models to extract actionable insights and support informed decision-making processes.
- Identified disparities and trends across regions through comparative analysis, informing targeted interventions.

DataPro Dashboard - [Project link](#)   *Power BI*
- Designed an interactive and dynamic dashboard visualizing survey data from over 600+ data professionals.
- Implemented advanced DAX measures to calculate key metrics, revealing insights on industry trends.
- Presented findings to a panel of 35 students, receiving commendation for clarity and depth of analysis.

WORK & LEADERSHIP EXPERIENCE

Locus - [locusny.com](#)   **Jan. 2024 - Present**
Founder & CEO   *Oakland, NJ*
- Launched and manage a clothing brand on Shopify, emphasizing the slogan "Find your Place" philosophy.
- Source and customize high-quality products through Alibaba vendors to ensure brand consistency and quality.
- Develop and oversee marketing strategies across Instagram, Twitter, TikTok, and LinkedIn platforms.

Rutgers University Student Assembly Allocations Board   **Sept. 2023 - May 2024**
Head Deputy Auditor   *New Brunswick, NJ*
- Audited $3 million+ in student fee allocations to Rutgers organizations to ensure proper use of funds for events.
- Communicated with 300+ organizations to ensure a fair allocation of student fees, maintaining board integrity.
- Supported diverse student programs by reviewing student organization events to ensure programs are being held.

Knack   **Sept. 2022 – May 2024**
Tutor   *New Brunswick, NJ*
- Instructed 35+ students in Foundations of Business Programming, accumulating 247 hours of dedicated tutoring.
- Implemented problem-solving techniques, resulting in a 40% improvement in students' assignment scores.
- Achieved and consistently maintained a 5-star rating with 95 reviews from students across 142 tutoring sessions.

SKILLS & CERTIFICATIONS

Data Analysis & Visualization Tools: Microsoft Excel, Tableau, Power BI, Pandas, Numpy, Jira, Jupyter Notebook
Programming Languages: Python, SQL, R, HTML
Operating Systems: Windows, macOS, Linux