PRATIKSHA SAWANT

DATA SCIENTIST

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PROFESSIONAL SUMMARY

An experienced data scientist with a background in customer segmentation and campaign targeting. Proficient in data analysis, machine learning, and statistical modeling. Skilled in analysing data and business knowledge to realise value through data-driven insights.

TECHNICAL SKILLS

- Programming Languages: Python, SQL
- Data Visualization: Power BI, DataIKU, MS Excel
- Machine Learning: scikit-learn, openCV
- Statistical Modeling: Regression Analysis, Clustering techniques, Propensity modeling

SOFT SKILLS

- Data presentation, Excellent communication, Team player, Fast learner, Curiosity.

WORK EXPERIENCE

➢ Data Scientist | eClerx Service Limited | Navi Mumbai   Dec 2021 – Present
  - ✓ Customer Targeting Analytics | Domain – Luxury goods
  - Worked with Louis Vuitton, one of the world's leading international luxury fashion houses to improve customer engagement with the brand and drive revenue growth by reaching the right customers.
  - Developed and implemented customer segmentation approach/personas to improve targeting and increase customer engagement by **20%.**
  - Built machine learning models to predict customer behavior, resulting in a **15%** increase in sales revenue.
  - Created campaign performance dashboard in Power BI to monitor campaign and customer metrics in real time.
  - ✓ Demand Forecasting | Domain - Retail
  - Worked with digital and press media client based in US, to predict the starting/stopping the subscription services by the customers and building the forecast models.
  - Analysed time series data for building **multi-variate** models and achieved the accuracy of **92%**. Constructed 1200+ univariate models for Weekly and Monthly time periods and achieved the average accuracy with **3% of MAPE error**.
  - Managed to **automate** python scripts and work on **End-to-End model building** which saved the time of approximately **30 hours**.

➢ System Engineer | Infosys Limited | Pune   Sep 2018 – Dec 2021
  - Conducted data analysis to support marketing and sales initiatives, including analysing customer behaviour patterns and segmenting customers based on demographics and purchase history.
  - Created data visualizations and dashboards using **Power BI** to communicate findings to stakeholders.

PROJECTS AND RESEARCH WORK

1. **Number Recognition system**: https://github.com/PratikshaPS/number-recognition-system
   Built a Number Recognition System, which detects and identifies correct number in real-time. **Technology used:** Python, **Convolutional Neural Network**, Computer Vision.
   Further focus is on building Indian Sign Language Recognition System to predict all the alphanumeric signs.

2. **Flight Price Prediction**: https://github.com/PratikshaPS/Flight-Fare-Prediction

Designed an **end-to-end application** with the help of ensemble modeling technique to predict flight ticket prices. **Technology used**: Python, Flask Framework, MySQL, Web scrapping. **Model used**: Random Forest to achieve accuracy of 0.77 which was increased to 0.81 by tuning hyper parameters.

EDUCATION

- Mumbai University, Master of Science in Information Technology   Dec 2020 – Jun 2022
- Mumbai University, Bachelor of Science in Information Technology (O Grade)   Jun 2015 – Jun 2018

ADDITIONAL ACTIVITIES

- Running an Instagram account (**3K+ followers**) with an intention to help aspiring Data Scientists in understanding related concepts in a better way.

ACHIEVEMENTS

- Received appreciation for performing well in a team.
- Received appreciation and award for creating interactive Power BI dashboard.