

Mangesh Patil

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WORK EXPERIENCE

Extern <i>Expedia Extern Digital Advertising Insights</i>	New York, United States <i>Sep 2024 - Present</i>
<ul style="list-style-type: none">Analyzed 7 key travel industry competitors' advertising strategies and revenue models, delivering recommendations to optimize digital ad investments and maximize ROI.	
Beats by Dre Extern Consumer Insights Data Analyst	<i>Jul 2024 - Present</i>
<ul style="list-style-type: none">Applied Python and advanced NLP tools like Gemini AI to analyze consumer reviews of 10 products, extracting insights for decision-making, and used EDA and visualization to identify trends and support strategic brand initiatives.	
Extern Student Ambassador	<i>Sep 2024 - Present</i>
<ul style="list-style-type: none">Collaborated with Extern's team to develop data-driven marketing campaigns, increasing platform sign-ups.	
Changing the present <i>Data Analyst</i>	New York, United States <i>Aug 2024 - Present</i>
<ul style="list-style-type: none">Designed and implemented dashboards using Tableau to monitor key performance indicators (KPIs), enabling realtime decision-making and optimizing resource allocation for 2 campaigns.	
Manifest Tech Media <i>Data Analyst Intern</i>	Remote, India <i>Jul 2021 - Jul 2022</i>
<ul style="list-style-type: none">Guided end-to-end analyses on user behavior data to inform marketing strategies with Looker Studio to visualize key performance metrics for ads campaigns, like CPM, CTR, CPC & CPA leading to a 8% increase in conversion rates.	
Mahanagar Telephone Nigam Ltd <i>Data Science Intern</i>	Mumbai, India <i>Jun 2019 - Jul 2020</i>
<ul style="list-style-type: none">Engineered an RFM analysis and Scoring Model, resulting in a 5% increase in targeted marketing effectiveness, Spearheaded Churn Prediction analysis, leading to a 3% reduction in customer churn rate through retention.	

EDUCATION

Pace University <i>MASTER'S IN DATA SCIENCE</i>	New York, United States <i>Graduation Date: May 2024</i>
University of Mumbai <i>BACHELOR'S IN ELECTRONICS ENGINEERING</i>	Mumbai, India <i>Graduation Date: May 2022</i>

PROJECT EXPERIENCE

Flight Booking Analysis & Predictive Modelling <i>Predictive Modelling - Project</i>	New York, United States <i>Feb 2024 - Feb 2024</i>
<ul style="list-style-type: none">Conducted sentiment analysis, achieving balanced sentiment distribution (47.6% positive, 51.9% negative). Enhanced booking dataset with new features, trained Random Forest and XGBoost models for 82% predictive accuracy.	
Netflix Recommendation System <i>Recommendation system - Project</i>	New York, United States <i>May 2024 - May 2024</i>
<ul style="list-style-type: none">Implemented a hybrid recommendation system integrating SVD-based collaborative filtering and content-based algorithms, resulting in personalized movie recommendations. Achieved impressive average RMSE of 0.868 and MAE of 0.700.	
Tokyo Olympics - Microsoft Azure <i>Data Science - Project</i>	New York, United states <i>Jul 2024 - Jul 2024</i>
<ul style="list-style-type: none">Created an efficient data pipeline using Azure Data Factory to integrate Tokyo Olympics data, leveraging Azure Data Lake Gen 2 for robust storage and conducting advanced SQL analysis within Databricks.	

TECHNICAL SKILLS

Programming Languages: Python, SQL, R | **Data Analysis & Visualization:** Pandas, NumPy, Matplotlib, Seaborn, Tableau, Power BI | **Database Management & Querying:** MySQL, PostgreSQL | **Skills: Statistical Analysis:** Hypothesis Testing, Regression Analysis (Linear, Logistic), Time Series Analysis, ANOVA, Bayesian Methods | **Machine Learning and Deep Learning:** Sci-kit-learn, TensorFlow, Keras, PyTorch, XGBoost, KNN, CNN, NLP | **Cloud Technologies:** Microsoft Azure, Google Cloud Platform (GCP)