Mangesh Patil

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WORK EXPERIENCE

Data Analyst   **New York, United States**
Changing the present   *Aug 2024 - Present*
- Designed and implemented dashboards using Tableau to monitor key performance indicators (KPIs), enabling realtime decision-making and optimizing resource allocation for 2 campaigns.

Data Analyst   **New York, United States**
Extern   *Aug 2024 - Sep 2024*
- *Beats by Dre Extern Consumer Insights Data Analyst* **:** Analyzed consumer reviews using python, Gemini AI to uncover key insights leading to Optimized landing pages using these pain points in review insights, resulting in a 10% increase in conversion rate.
- *Expedia Extern Digital Advertising Insights* **:** Analyzed 7 key travel industry competitors' advertising strategies and revenue models, delivering recommendations to optimize digital ad investments and maximize ROI.

Data Analyst Associate   **Remote, India**
Manifest Tech Media   *Jul 2021 - Jul 2022*
- 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.

Data Science Intern   **Mumbai, India**
MTNL   *Jun 2019 - Jul 2020*
- 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   **New York, United States**
MASTER'S IN DATA SCIENCE   *Graduation Date: May 2024*

University of Mumbai   **Mumbai, India**
BACHELOR'S IN ELECTRONICS ENGINEERING   *Graduation Date: May 2022*

PROJECT EXPERIENCE

Flight Booking Analysis & Predictive Modelling   **New York, United States**
Predictive Modelling - Project   *Feb 2024 - Feb 2024*
- 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   **New York, United States**
Recommendation system - Project   *May 2024 - May 2024*
- 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 - Data Engineering, Microsoft Azure   **New York, United states**
Data Science - Project   *Jul 2024 - Jul 2024*
- 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.

SKILLS & INTERESTS

Programming Languages: Python (Intermediate), SQL, R; **Data Analysis & Visualization:** Pandas, NumPy, Matplotlib, Seaborn, Tableau, Power BI; **Database Management & Querying**: MySQL, PostgreSQL, MongoDB; **Statistical Skills: 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, ARIMA, KNN, CNN, ANN, NLP; **Cloud Technologies:** Microsoft Azure (AI Fundamentals, Machine Learning), Google Cloud Platform (GCP)