Nishith Thakkar

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SKILLS

Visualization	Tableau, PowerBI, D3.js, Plotly, DataWrapper
Database	SQL (TSQL, MySQL), NoSQL (mongoDB, Redis, XML/XQuery, JSON datasets)
Analytics	Weka, TensorFlow, Sci-kit Libraries
Proficiencies	Python, Java, C#, R, C++ (with Parallel Processing)
Languages	English (fluent), Hindi (native), Gujarati (native)

PROFESSIONAL EXPERIENCE

Sr. BI Analyst — February 2022-Present
Keurig Dr Pepper Inc

Technology used: Azure Data Warehouse, SQL, PowerBI, Tealium, and RedPoint DM

Creating data cubes for analysing customer subscription intake and drop off patterns.

Took business level requirements and analyzed them against the technical delivery, and identified the gaps in data being captured at the mobile app level. Communicated with each constituent to have the necessary data created, delivered, and validated, for use in reporting.

Optimizing existing data warehouse flows, analysing the areas with data gaps and providing solutions to patch them.

Coordinated alignment of business logic for new product launches, reviewing and streamlining existing code.

Data Analyst — April 2018-February 2022
Keurig Dr Pepper Inc

Technology used: Salesforce Marketing Cloud, Tealium, SQL, PowerBI, and RedPoint DM

Modelled new recommendation engines for US and CA websites, replacing manual workflows for business partners and reducing turnaround times by 2 days.

Optimized existing recommendation models reducing processing times by 350% and adding 15 selection features.

Interfaced Tealium AudienceStream with Salesforce Marketing Cloud for real-time customer retention and re-engagement.

Managed promotional and transactional audiences for SalesForce Marketing Cloud back-end for multiple Business units, with audience sizes up to ~12 million.

Provided SQL workflows to PowerBI reports to inform business partners on performance, key metrics, and operational reporting.

Software Engineer — February 2015-July 2015
Spectrum Solutions

Technology used: Windows Forms Application using C#, Microsoft SQL Server, and Crystal Reports

Conceptualized and developed modules managing end to end sales process for internal Material Resource Planning software.

EDUCATION

Tennessee Technological University, Cookeville, TN — December 2017
Master of Science in Computer Science — *Data Mining and Knowledge Discovery*
Gujarat Technological University, Surat, GJ, India — February 2015
Bachelor of Engineering — *Computer Engineering*

RESEARCH

Nishith Thakkar, Lenin Mookiah, Doug Talbert, William Eberle
"Anomalies in Students Enrollment Using Visualization"
Proceedings of the Thirtieth International Florida Artificial Intelligence Research Society Conference (2017)(pp. 544-547).