

# Pranjl Martin

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## Education

**International Institute of Information Technology, Bangalore**

August 2024–Present

Post Graduate Program in Data science

**Banasthali Vidyapith, Jaipur**

July 2013 – May 2016

Masters in Computer Application

## Skills

**Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL, Advanced SQL

**Visualization Tools:** Matplotlib, Seaborn, Excel (Pivot Tables, Charts)

**Data Analysis:** Data Cleaning, Exploratory Data Analysis (EDA), Dashboard Design, Reporting

**Statistical Analysis:** Linear Regression, Logistic Regression, Hypothesis Testing

**Machine Learning:** Linear Regression, scikit-learn, Model Evaluation

## Experience

**Datapure Technologies Llp**

July 2024 – Present

Research Analyst (Freelancer)

- Conducted in-depth web research and data extraction for client-driven projects, delivering **detailed reports on medicinal trends** that informed strategic product development.
- Utilized **advanced Excel functions** to analyze and validate large-scale datasets, enhancing reporting **accuracy by 98%** and improving overall **efficiency by 20%**.

**Zuru Services**

October 2022 – April 2023

Data Quality Analyst (Freelancer)

- Generated customized training data for ML projects, improving model **accuracy by 20%** through Excel-based data cleaning.
- Automated business processes, performed text annotation **for Larsen & Toubro Infotech** with 95% accuracy, and led data cleaning initiatives in Excel, ensuring 99% data quality for client deliverables

**Rubixe**

May 2020 – October 2020

Data Analyst Intern

- Performed data cleaning, preprocessing, and exploratory data analysis (EDA) using Pandas and NumPy across various real-world datasets.
- Created **insightful visualizations** with **Matplotlib** and **Seaborn** to identify trends, outliers, and patterns supporting actionable business insights.

**Datapure Technologies Llp**

April 2018 – October 2019

Data Annotator

- Generated high-quality annotated datasets for AI-driven applications in image, video, and aerial annotation with 98% accuracy for clients like Walmart and Nuro.ai.
- Efficiently **annotated 500+ images per data frame**, optimizing workflow automation.

**Sky Digital World**

August 2020 – February 2018

Digital Marketing Executive

- Managed **SEO, SMM, and content strategies** to improve search rankings and website traffic.
- Executed **on-page/off-page SEO and social media campaigns**, increasing engagement by **20%**.

## Project

**Bank Credit Risk Analyst** 🔄

Tech Stack: Python, Pandas, Matplotlib, Seaborn, Scikit-learn

- Performed **advanced EDA** to uncover credit risk patterns and trends in customer payment behaviour.
- Provided **strategic insights** to minimize risk and improve financial decision-making.

**Boom Bike Sharing** 🔄

Tech Stack: Python, Pandas, Matplotlib, Seaborn, Stats models, Scikit-learn

- Analysed key factors like weather conditions, economic indicators, and seasonal trends using **Linear Regression**.
- Analysed historical ride data to identify usage patterns and seasonal trends affecting revenue, particularly during the COVID-19 pandemic

**RSVP Movie Analysis** 🔄

Tech Stack: SQL, Joins, Aggregation Function, Filtering and Sorting, Window Functions, Case Statements

- Analysed three years of movie data using **MySQL** to uncover insights into **audience preferences, genre popularity**, and performance drivers.
- Identified critical success factors for global releases such as **language trends, top-performing genres etc.**