Prasham Bhuta

Entry-level data scientist

I am a curious, quick-learner, and affable guy. I like to read, learn and solve problems. I am a student in the Modelling and Data Analysis graduate program at Vilnius University.

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CURRENT

I have founded and managed 2 startups, heading marketing and operations for them. While working with Adwords, G-analytics, Ads Manager, performing A/B tests or Hypothesis tests I got intrigued & interested in the dominion of data-driven solutions. The field of data science provides a platform to deep-dive into this domain.

I am looking for an opportunity to actively contribute to a data science team. I am motivated to find insights and provide forecasts to empower the stakeholders in decision-making.

STUDY: 2019 Onwards

MIT **Micromasters in (Statistics & Data Science)** [LINK]	☑ Probability: Science of Uncertainty & Data [LINK] [CERTIFICATE.] ☑ Machine Learning with Python: From Linear Models to Deep Learning [LINK] [CERTIFICATE] ☑ Data Analysis: Statistical Modelling & Computations using Applications [LINK] [CERTIFICATE.] ☐ Fundamental of Statistics **(ongoing September)** [LINK] ☐ Capstone Exam **(ends October)** [LINK]
MITx **X-Series 6.00.1 + 6.00.2**	☑ Computational Thinking Using Python + Basics of Data Science [LINK] [CERTIFICATE] [CERTIFICATE]
From Udemy	☑ Automate the Boring Stuff using Python [LINK] [CERT..]

FORMAL EDUCATION

Pandit Deendayal Petroleum University: *Petroleum Engineer*

JULY 2009 - MAY 2013: Bachelor's in Technology

SKILLS

Data Analysis in R & Python [LINK] **using** (pandas, seaborn, numpy, GGplot, tidyverse, matplotlib).

Statistical Modelling & ML - Scikit-learn, networkx, statsmodel & tensorflow, keras.

Data scraping & database -scrapy, selenium, BS, postgreSQL, mongoDB

Deep Learning - SVM, Stochastic GD, Neural Networks, CNN, RL.

Jupyter-notebook, Rstudio, Markdown, LaTeX, Colab.

INTERESTS

Music & Guitar - I like to cover songs by Pink Floyd, David Bowie + other major rock artists.

Check out my Youtube Channel [LINK]

Reading Books: JRR Tolkien, Charles Dickens work. **Favorites** - *Children of Hurin*, *Tale of Two Cities, Oliver Twist*.

Teaching Guitar: Open chords, Barre chords, Circle of fifths, Scales, Indian classical music.

LANGUAGES

English :	Proficient
Lithuanian :	Beginner
Hindi, Gujarati :	Native

PRODUCT EXPERIENCE:

2017 Onwards

FitBox™.io: *Project Head, Marketing* ***March 2017 - July '19***

GymMentor App: *Product Design, Marketing*

FitBox [Link] is an e-commerce website selling customized Fitness Box containing vitamins, proteins, and an array of dietary supplements. GymMentor is an Android app focused on providing workouts & nutrition plans to the user, based on specific fitness goals + programs. In combination, the 2 products provide a complete solution to one's fitness need.

Responsibilities:

- Served as **Director of M/S Xyloge Private Limited** [Parent Company] for 18 months with a forefront role to market the products - FitBox & GymMentor, and grow in unison with fellow founders.
- I was responsible for continuous traction, and managing high-volume campaigns using Google Adwords, Analytics, Firebase, Play Console, and Facebook Ads Manager.
- My role involved performing A/B tests on ads, Hypothesis Tests, SEO/ASO design to improve rankings, running ADs campaigns, and **using the data generated to derive data-driven marketing sprints**.
- I led the company to a **download of over 270K with 4.3 ★ ratings, 15,000 Facebook [Link] likes,** and improved the CPC metric by segregating campaigns based on demographics, target keyword, average conversion, impressions, and keyword popularity/hits, etc.
- I was also in charge of managing the marketplace for improved visibility of products, particularly using JungleScout for Amazon Marketplace, Google Trends for keyword research.

Earlier

Gujarat Narmada Fertilizer Company: ***2013 - '14***

Worked as a Graduate Engineer Trainee for GNFC, at TDI-II plant in Dahej, Gujarat.

ClueUp: ***2015 - '17***

ClueUp was a web & app portal, created with help from fellow teachers & developers to facilitate students by providing them with a convenient way to book sessions or classes. Was in charge of marketing the platform, onboarding new tutors, and guiding them through the platform and its functions.

Extensively taught guitar and basic musician craftsmanship - music theory, ragas, scales, chords using the aid of this platform. The experience improved my public speaking, soft skills, and listening skills.

RECENT

PROJECTS: 2019 Onwards

- **As Data Analyst -** Performing data analysis on datasets from the internet. Load and clean data using Pandas, tidyverse (R), and plot correlation plots, distribution, box plots, heatmaps, spatial or time series plots using Seaborn, Plotly, Matplotlib, Ggplot (R).

Worked with spatial plotting using Plotly, by plotting the geo-locations of Allied Aerial Attack Takeoff during World War II. The goal is to find what weather conditions were preferred during an Aerial Attack. [Link]

First experience with SQL using sqlite3 for performing analysis of salaries in the San Francisco area. Insights into high-paying jobs, the disparity between male/female compensation, benefits, and overtime pay for full-time employees vs part-time. [Link]

Finding factors contributing to heart disease/attacks; heart disease is a cause of health concern and using the dataset the goal is to find variables that are a good indicator of potential heart disease, based on a correlation between variables. [Link]

Using multivariate linear regression to predict the ratings of a breakfast cereal using variables such as calories, protein, shelf-life, fat/fiber content. [Link]

- **Data Scraping -** Using Scrapy, Selenium package of python, to scrape information from a popular Indian e-commerce website, Flipkart. The goal is to capture a particular section of the category and counter the infinite scrolling feature of the website to collect information such as url_link, price, discount, ratings, & availability.
  Cleaning the data for duplicates, filtering unwanted information, and loading the data to MongoDB. The difficult part was to scrape image links and build a css_selector for infinite scrolling pages. [Link]

- **All Data Analysis, modeling & SQL projects -** Check out here!

  Other works, including a personal website, python codes, and assorted work - Visit GitHub!

LEARNING: 2019 Onwards

- **Probability (Uncertainty in Data)** - The course deals with concepts of understanding how data generated from certain distributions like Gaussian, Exponential, Poisson, etc. behave in terms of their expected value, variance, etc.

  It provides light to the topic of Bayesian statistics and inference and how prior knowledge of something can be used in our calculation.

  It was an introductory step for me to the concept of Markov chain, decision processes, and properties.

- **Data Analysis & Statistical Modelling** - Course is based on the concept of submitting written assignments and performing peer reviews and discussions, thus evaluating and improving each other's work.

  Started with the concept of Hypothesis testing and understanding the concepts of p-values, confidence intervals, Type I/II errors, power of a test.

  Performing network analysis of a criminal network, centrality measures, Steiner trees, Erdos-Renyi model, Power-law distribution, and other measures of connection.

  Time series analysis using detrending and removing seasonality from the data; AR/MA/ARIMA models with a lag; concepts of autocorrelation/autocovariance.

  Data visualization of high-dimensional data using concepts of PCA, MDS, t-SNE, generating silhouette plots, hierarchical clustering, and density-based spatial clustering.

- **Machine Learning (with Python)** - This course provides a brief insight into concepts used while solving problems using machine algorithms, such as Linear regression/classifier, SVM, Perceptron algorithm, and feature engineering, kernel functions, RBF Kernel, Gradient descent.

  It quickly encapsulates the concepts of Neural Network from feed-forward NN, to CNN, RNN, and mathematics behind LSTM, and Backpropagation, Sidepropogation, etc.

  Finally, it finishes off with Generative models, EM algorithm, and Reinforcement Learning.

- **MITx 6.00.x** - A stepping stone for the world of programming and computational thinking using Python as a primary tool.

  6.00.1x deals with foundations of programming, algorithms, types of objects, recursion, and concepts specific to Python. It provides insight into defining functions, methods, classes, sub-classes, and the inheritance between classes.

  6.00.2x introduces search, sort algorithms such as greedy, non-greedy, top-bottom, etc., and provides an understanding of computational complexity (Big-O), running multiple experiments, and plotting using matplotlib.