

SUMMARY

Experienced in delivering Competitor Intelligence reports of major e-retail platforms, driving key data-driven strategies. Upskilled for data science roles with hands-on expertise in predictive modeling, classification, NLP, and immersive virtual job simulations.

EDUCATION**Bachelor of Science in Information Technology****June 2018 - May 2021**Shankar Narayan college of Arts, Commerce and Science, University of Mumbai

WORK EXPERIENCE**LUMINA DATAMATICS - ECOMMERCE EXECUTIVE****Nov 2021 - Nov 2023****(Project client - Walmart)**

- Conducted detailed analysis to identify and address underperforming products, resulting in a 98% improvement in product type performance, Improved taxonomy and updated website catalog.
 - Delivered Competitor Intelligence reports, enhancing client website content and leading to a 20% improvement in relevance, engagement, and effectiveness.
 - Analyzed weekly business reports by market trends and evaluating top products, Content Quality by months across various department and SKUs.
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SKILLS

- **Programming & Libraries:** Python, SQL, Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, Plotly, BeautifulSoup
 - **Machine Learning Algorithms:** Linear Regression, Logistic Regression, SVM, Decision Trees, K-Means, Random Forest, XGBoost, Ensemble Learning, NLP
 - **Tools:** Microsoft Excel, Power Bi, MySQL, Jupyter NoteBook, GITHUB
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MACHINE LEARNING PROJECTS**Autism Prediction Using Machine Learning**

- Developed a model to predict Autism Spectrum Disorder (ASD) by cleaning data, applying Label Encoding, creating new features, and using log normalization. Balanced the imbalanced dataset with Random Over Sampling.
- Built and evaluated classifiers such as Logistic Regression, XGBoost, and SVC, achieving 80% accuracy with Logistic Regression and SVC.

Customer Churn Prediction

- Imported and cleaned customer churn data, classified customers by service, account, and demographic information, and performed EDA.
- Applied Label Encoding for binary categories, One Hot Encoding for others, and scaled features using MinMaxScaler. Conducted correlation analysis of churn with all columns.
- Built and evaluated KNN and Logistic Regression models, achieving 80% accuracy with Logistic Regression and 75% with KNN. Visualized results with a confusion matrix.

Flipkart Sentiment Analysis

- Performed data cleaning, text preprocessing, and feature engineering with TF-IDF vectorization.
 - Built a sentiment analysis model using NLP techniques and a Decision Tree Classifier, achieving 85% accuracy in predicting sentiment.
 - Visualized key terms in reviews using WordCloud to highlight common themes.
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CERTIFICATIONIBM Data Science Professional Certificate**Sep 2023 - Jan 2024**

VIRTUAL INTERNSHIPS**British Airways's Data Science****August 2024**

- Scraped and analyzed customer review data to uncover insights and built a predictive model to understand the factors influencing buying behavior.

Tata Data Visualization: Empowering Business with Effective Insights**April 2024**

- Completed a simulation at Tata Consultancy Services, creating data visualizations and preparing questions for senior leadership meetings to aid executives in effective decision-making.

Accenture North America Data Analytics and Visualization**March 2024**

- Advised a hypothetical social media client at Accenture by cleaning, modeling, and analyzing seven datasets to uncover content trends, culminating in a PowerPoint deck and video presentation of key insights.