

Ritik Kumar

Data Analyst

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Profile

Data Analyst with expertise in Python, machine learning, SQL, and PowerBI. Skilled at transforming complex data into valuable insights for business strategy and decision-making. Background includes projects in sales forecasting, recommendation engines, and time series analysis. Currently pursuing a Master's in Machine Learning and AI to further develop skills and knowledge.

Professional Experience

- | | |
|---|-------------------|
| Data Science (Intern), CodSoft | 01/2024 – 02/2024 |
| Completed Projects like Credit Card Fraud Detection, Iris Flower Classification, and Titanic Survival Prediction | |
| Data Analyst (Intern), Intellipaat Software Solutions | 06/2023 – 12/2023 |
| Completed several projects like the Recommendation System of Netflix, Capstone Projects which include Sales Forecasting, Segmentation, etc. | |



Education

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|---|-------------------|
| MS in Machine learning and Artificial Intelligence, Liverpool John Moores University | 11/2023 – present |
| Advanced Certification in Data Analytics For Business,
Indian Institute of Technology, Madras | 05/2023 – 12/2023 |
| B.Sc. Mathematical Sciences, University of Delhi | 11/2020 – 06/2023 |

Skills

Python • SQL • Machine Learning • PowerBI • Time Series • KNIME • Excel

Certificates

- Course Completion Certificate** 
Advanced Certification in Data Analytics For Business
- Internship Completion Certificate** 
CodSoft

Projects

Capstone Project, Walmart, Online Retail Store [↗](#)

Completed a Capstone project that included Sales Forecasting, Segmenting, Customer behavior, etc. using time series and ML techniques like

- Arima
- RFM segmentation
- Silhouette Analysis etc.
- Retrieved useful insights for business purposes.

Netflix Recommendation System [↗](#)

- Designed and implemented a personalized Recommendation Engine from scratch, leveraging user interests and ratings to generate tailored movie recommendations for each user.
- Utilized advanced algorithms and user data analysis to develop a robust system that offers curated movie suggestions, enhancing user experience and engagement on the platform.

House Price Prediction [↗](#)

- Regression Models for House Prices:

Used ridge and lasso regression to predict house prices. These methods help avoid overfitting and reveal key factors affecting the price.

- Key Factors and Optimal Lambda:

The models highlighted significant predictors like overall quality, living area, and neighborhood. Also determined the optimal lambda values for ridge and lasso, ensuring accurate predictions.

Bike Rental Count Prediction [↗](#)

- Business Strategy Alignment:

A model predicting shared bike demand by analyzing various factors provides valuable insights. This allows adjustment of business strategies to align with changing demand, ensuring customer needs are met efficiently.

- Informed Decision-Making:

A deeper understanding of factors affecting bike demand informs decision-making, facilitating entry into new markets and optimizing revenue. This leads to enhanced customer satisfaction and overall business performance.

Languages

English

Hindi

Interests

Cricket

Music

fitness