

Rushikesh Dhaigude

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Professional Summary

Data Analytics and Data Science professional with **3+** years of experience leveraging data driven insights to optimize business performance. Proficient in Python, SQL, and Tableau with expertise in developing Machine Learning models to drive strategic decision making and deliver actionable business insights.

Work Experience

Amber

Senior Data Analyst

Pune, India

Apr 2024 – Present

• Lost Reason Analysis Project:

- Analyzed calls transcript data to identify key reasons for lost leads, improving sales follow-up strategy.
- Developed an **NLP** based classification system using **Gemini 1.5 Flash** and **GPT-4o Mini**, automating lost lead categorization and achieving **82%** accuracy, validated on 2,000 samples with the call support team.
- Optimized prompting strategies and monitored hallucination/response drift, enhancing LLM reliability.

• Lead Scoring Project:

- Built a **ML** model to predict lead conversion likelihood using website activity, enhancing lead prioritization.
- Trained and evaluated Logistic Regression, Random Forest & XGBoost models using **AWS SageMaker**, achieving the best results with the **Random Forest** model, which delivered a **0.87** recall for the positive class.
- Deployed model using **AWS Lambda & SQS** in a real-time event driven pipeline, predictions were stored in a database for analytics and CRM updates.
- Increased conversion rate by **15%** through prioritizing high-potential leads.

- Automated daily CC-Stats reporting with **Python & Jenkins**, sending key metrics to Slack for real-time decisions.
- Designed an ETL pipeline using **AWS Glue & Redshift**, automating Google Analytics data processing for analysis.
- Built **25+** Tableau dashboards to track team specific metrics, enhancing data driven decision making and insights.
- Mentored a team of 3 Data Analysts, providing guidance on SQL, data visualization, and analytical best practices.

Data Analyst

Nov 2022 – Mar 2024

• Similar Properties Project:

- Developed a **recommendation system** to suggest similar properties for users, utilizing the **DBSCAN** model for clustering based on geographical proximity (Haversine distance).
- Applied price-based filtering to ensure recommendations stayed within **30%** price difference, improving relevance.
- Increased property engagement rate by **20%**, measured by higher CTR & conversion rate from recommendations.

- Worked with the marketing team to optimize campaign cost management, resulting in a **20%** increase in ROAS.
- Automated over **50** data reports with Google Sheets and Apps Script, integrating Metabase for real-time insights.
- Utilized **Metabase** to embed analytics dashboards into the CRM, enabling real-time performance tracking.

Analytics Vidhya

Apr 2022 – Nov 2022

Data Science Intern

Remote

- Utilized SQL queries to perform data analysis and execute ad-hoc tasks to fulfill data requirements.
- Developed and maintained dashboards using **Power BI**, delivering actionable insights to stakeholders.

Education

COEP Technological University

Aug 2016 – Oct 2020

B.Tech in Mechanical Engineering

CGPA: 8.31

Technical Skills

- **Programming Languages:** Python, SQL, PySpark
- **Python Libraries:** NumPy, Pandas, Matplotlib, Scikit-learn, PyTorch, NLTK
- **Tools & Technologies:** Tableau, Power BI, Google Analytics, Metabase, ETL, PostgreSQL, Amazon Redshift
- **GenAI:** LangChain, LangGraph, RAG, Prompt Engineering, GPT, Gemini
- **MLOps:** MLflow, DVC, Docker, AWS Lambda, AWS SageMaker, Jenkins, CI/CD
- **Knowledge Areas:** Machine Learning, Deep Learning, NLP, Generative AI, Statistics, A/B Testing

Achievements

- Awarded twice as the **Best Performer** at Amber, demonstrating consistent excellence and dedication.
- Qualified GATE ME 2022 with a **97.43** percentile.