

# Samarth Prabhu

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[Portfolio](#)    [LinkedIn](#)

## PROFESSIONAL SUMMARY

Experienced Data Analyst and Business Intelligence Specialist with 3 years of hands-on experience in analytics, data mining, modeling, and visualization complemented by a robust academic background in Mathematics. skilled in identifying trends swiftly and ensuring data accuracy to deliver valuable business outcomes. Demonstrated expertise in SQL, Python, PowerBI, and advanced statistical methods, delivering actionable recommendations that propel organizational success.

## DATA SCIENCE EXPERIENCE

### Data Analyst and Business Intelligence | Quantum Link communication | Mumbai | August 2022 - Present

- **Advanced Predictive Modeling:** Achieved 80% accuracy in understanding customer trend behaviour through advanced predictive modeling techniques, leveraging usage patterns and statistical algorithms.
- **Automated Market Analysis:** Reduced market analysis time by over 10+ hours through automated, data-driven analysis using machine learning and statistics, empowering strategic marketing decisions and catapulting campaign effectiveness.
- **Business Intelligence Dashboards:** Led the development of dynamic business dashboards in Power BI, integrating statistical models to deliver sophisticated, data-driven insights for agile decision-making across teams.
- **Managing Data Workflows:** Initiated automate data workflows, significantly optimizing operational efficiency by creating 10+ metrics while weaving together a more comprehensive data narrative.
- **API Integrations:** Implemented the Google Ads API to streamline data integration processes, automating essential data retrieval with statistical rigor to enable real-time decision-making and optimize marketing ROI.

### Business Analyst | Sciative Solutions | Navi Mumbai | June 2021 - February 2022

- **Data-Driven Revenue Optimization:** Devised and executed data-driven pricing strategies, leveraging extensive data analysis to optimize revenue streams for clients, resulting in a 12% average increase in revenue.
- **Comprehensive Pricing Audits:** Conducted thorough pricing audits for diverse clients, analyzing historical sales data and market trends to identify pricing gaps and opportunities for profitability enhancement.
- **Dynamic Pricing Audit Model Development:** Created a dynamic pricing audit model in Python, incorporating new metrics into the original data set, contributing to a 50% reduction in audit times.
- **Strategic Client Presentations:** Designed and delivered compelling client-facing presentations showcasing pricing recommendations, data-driven insights, and actionable strategies to enhance pricing competitiveness.
- **Client Onboarding and Integration:** Successfully onboarded 5+ clients onto the AI system, ensuring seamless functionality and client satisfaction.

## EDUCATION

Masters in Mathematics | Mumbai University | Mumbai | 2021 | 6.2

Bachelors in Mathematics, Minor in Physics | Jai Hind College | Mumbai | 2019 | 8.4

## SKILLS

- **Data Processing and Visualization:** SQL, Python, Excel, PowerBi
- **Libraries:** NumPy, Pandas, Scikit-Learn, SciPy, Matplotlib, Seaborn
- **Data Analysis:** Exploratory Data Analysis, Ensemble Methods, Strong Statistical and Mathematical Foundation, Model Development Evaluation Metrics, Data Wrangling.
- **Statistical and Data Science:** Hypothesis testing, Advance Statistical Methods, Machine Learning, Time Series Analysis, Reinforcement Learning, Natural Language Processing
- **Web Scraping:** BeautifulSoup, Selenium
- **Deployment:** Flask (API), Streamlit