

Samarth Prabhu

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[Portfolio](#) [LinkedIn](#)

PROFESSIONAL SUMMARY

Skilled Data Analyst with 3 years of hands-on experience in Machine learning, Data analytics, Python, SQL, Excel, and Power BI, supported by a Master's in Mathematics. Expertise in predictive modeling and dynamic pricing strategies, achieving 80% accuracy in customer trend predictions and a 50% reduction in audit times for enhanced profitability identification.

DATA SCIENCE EXPERIENCE

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

- **Predictive Modeling:** Achieved 80% accuracy in predicting customer behavior using classification and clustering techniques, analyzing patterns to forecast app activity and feature utilization, driving data-driven decisions and personalized sales strategies.
- **Automated Market Analysis:** Created automations for hypothesis testing and data-driven analysis, integrating Google Ads, Playstore and Firebase and CRM data with extensive ETL, which helped boosting lead quality by 5% and enabling real-time decision-making to optimize marketing ROI.
- **Business Intelligence Dashboards:** Developed 5 interactive Power BI dashboards for business teams to analyze performance, crafting metrics for customer acquisition, retention, churn ratios, activity tracking, and cohort analysis that boosted operational efficiency.

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

- **Data-Driven Revenue Optimization:** Formulated and implemented dynamic pricing strategies using regression analysis and market segmentation, which helped optimizing revenue streams for clients and achieved a 7% average increase in expected revenues through detailed business insights.
- **Comprehensive Pricing Audits:** Conducted pricing audits using outlier analysis metrics and developed a Python-based pricing audit model. Leveraged statistical techniques to identify anomalies and refine data accuracy, resulting in a 50% reduction in audit times and more precise profitability identification.
- **Client integration and Presentations:** Designed and delivered client presentations on pricing recommendations and data-driven insights, leading to the integration of 5+ clients onto the AI system. Ensured client satisfaction by personalizing data analytics and tuning parameters for optimal functionality.

EDUCATION

M.Sc. Mathematics | Mumbai University | Mumbai | 2019 to 2021 | 6.2

B.Sc. Mathematics | Jai Hind College | Mumbai | 2016 to 2019 | 8.4

SKILLS

- **Tools:** SQL, Python, Excel, PowerBi
- **Libraries:** NumPy, Pandas, Scikit-Learn, Scipy, Seaborn, nltk, Tensorflow, spacy, Flask, Streamlit, Beautiful Soup, Selenium.
- **Data Techniques:** EDA, ETL, Web Scraping, Machine Learning, Deep Learning, Natural Language Processing, Time Series Analysis.