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 with an academic background in Mathematics. Skilled in identifying trends swiftly and ensuring data accuracy to deliver valuable business outcomes.Demonstrated expertise in SQL, Python, PowerBI, Machine Learning and advanced statistical methods.

DATA SCIENCE EXPERIENCE

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

- **Predictive Modeling:** Achieved 80+% accuracy in understanding customer trend behaviour through machine learning techniques, leveraging usage patterns and statistical algorithms.
- **Automated Market Analysis:** Achieved significant reduction in marketing analysis time by implementing automated, data-driven analysis, enabling more precise fine-tuning of marketing strategies.
- **Business Intelligence Dashboards:** Led the development of various dynamic business dashboards in Power BI, integrating statistical models to deliver sophisticated, data-driven insights for decision-making across teams.
- **Managing Data Workflows:** Initiated automated data workflows crafting 10+ metrics that significantly boosted operational efficiency.
- **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 expected revenues.
- **Comprehensive Pricing Audits:** Conducted thorough pricing audits by 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:** Onboarded 5+ clients onto the AI system by ensuring seamless functionality and client satisfaction through personalized data analytics and parameter tuning.

EDUCATION

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

B.Sc. Mathematics, Minor in Physics | Jai Hind College | Mumbai | 2016 to 2019 | 8.4

SKILLS

- **Tools:** SQL, Python, Excel, PowerBi
- **Libraries:** NumPy, Pandas, Scikit-Learn, SciPy, Matplotlib, Seaborn, tensorflow, nltk, spacy
- **Data Techniques:** EDA, ETL, Hypothesis Testing, Advanced Statistical and Mathematical Foundation, Machine Learning, Deep Learning, Time Series Analysis, Natural Language Processing.
- **Web Scraping:** Beautiful Soup, Selenium
- **Deployment:** Flask (API), Streamlit