# Samarth Kolge   Data Analyst

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## SKILLS

- SQL, Python, Tableau, Power BI, Excel, Numpy, Pandas, Scikit-learn, Matplotlib, Seaborn, Statistical Analysis, Probability, Hypothesis Testing, A/B Testing, ETL, Data Analysis, Data Visualization, Data Modeling, Data Cleaning, Business Intelligence

## EXPERIENCE

**Data Analyst Intern**     Jun 2023 - Feb 2024
**Borgward Technology India Pvt Ltd**     Pune

- Analyzed extensive student datasets, driving a **12%** increase in engagement and enhancing decision-making processes.
- Developed a **data cleaning** process that improved dataset accuracy by **25%**, ensuring reliable analyses.
- Created and maintained dynamic **Tableau** reports and dashboards, delivering visual insights that enhanced strategic planning effectiveness by **20%**.

## PROJECTS

**Bike Rental Demand Analysis and Strategic Recommendations**
https://github.com/SamarthKolge-Analyst/Yulu_MicroMobility_Hypothesis_Testing

- Examined **100k** bike rental records, uncovering a **15%** higher demand on weekdays and a **20%** increase on regular days versus holidays.
- Discovered a **25%** peak in bike rental demand during **Season 3**, highlighting the necessity for weather-responsive inventory strategies.
- Segmented user behavior, revealing registered users rent bikes **30%** more frequently than casual users, indicating potential for targeted retention initiatives.

**E-commerce Trend Analysis: Brazilian Retail Store**
https://github.com/SamarthKolge-Analyst/Cochin-Traders-SQL-Case-Study

- Processes over **10,000** e-commerce orders from 2016 to 2018 using **SQL**, revealing key trends in customer behavior and pricing strategies.
- Utilized advanced SQL techniques, including **joins**, **subqueries** and **CTEs**, to establish data relationships and extract insights.
- Identified a **52.13%** sales increase in **November**, aligning with five festive seasons and recommended strategies for discounts and improved inventory management.

**Data Exploration and Visualisation for the Streaming Platform**
https://github.com/SamarthKolge-Analyst/Netflix-Data-Analysis-Continent-Strategy

- Evaluated a streaming platform's content library, revealing that **70%** consists of movies and **30%** are TV shows. Recommended increasing TV show offerings and incorporating popular genres like Drama and Comedy to boost viewer retention.
- Suggested optimal content lengths of **160 minutes** for movies and **3 seasons** for TV shows and tailored strategies for regional preferences to enhance audience engagement.
- Proposed release schedules targeting Indian vacations for TV shows and year-end for movies, boosting viewership and alignment.

**Optimizing Bookings Through Property Image Analysis for a Major Rental Platform**
https://github.com/SamarthKolge-Analyst/Airbnb_Analytics_Case_Study

- Investigated **500** Airbnb listings and one year of open listing data using **Tableau**, uncovering key insights on the impact of property images on booking performance.
- Established that a minimum of **6** images is required to secure at least one booking per month, improving rental consistency for hosts.
- Highlighted booking trends by host type, showing that regular hosts maximize bookings with **12–13** images, while superhosts perform best with around **11** images, enabling tailored recommendations.

## ACHIEVEMENTS

- Achieved the title of **Chess District Level Player**, showcasing passion, excellence and strategic expertise.
- Secured top position in college for developing a **Court Management System** website, appreciated by Chiplun Court for innovative features enabling lawyer discovery and comprehensive case-related functionalities.
- **Ranked first** in more than three module tests among over 80 students during my **Master's** program, demonstrating academic excellence and consistent performance.

## EDUCATION

**Wolf University**     2025
Master of Science in Computer Science: Artificial Intelligence and Machine Learning

**Scaler**     2024
Specialized in Data Science & Machine Learning

**Mumbai University**     2023
Bachelor of Science | 8.64 CGPA