

SIDDHANT KAPLASH

267-521-6085 | sak395@drexel.edu | [LinkedIn](#) | Philadelphia, PA

EDUCATION

Drexel University, LeBow College of Business
Master of Science in Business Analytics

Philadelphia, PA
Anticipated: March 2023

Narsee Monjee Institute of Management Studies

Bachelor of Electronics & Telecommunication and Master of Business Administration (Marketing)

Mumbai, India

May 2019

SKILLS

Programming Languages: R, Python (Pandas, NumPy, scikit-learn), SQL, MySQL, MS SQL, SAS, C++, HTML, SPSS, NoSQL, AWS, VBA

Data Visualization: Power BI, GGLOT, Seaborn, Matplotlib, Data Studio, PowerPoint

Data Analysis: R, Python, PySpark, Microsoft Office, Google Analytics, Google Spreadsheets, Snowflake, Access, ETL, BigQuery

Statistical Techniques: Hypothesis Testing, Linear Regression, Logistic Regression, Clustering, Principal Component Analysis Root Cause Analysis, Random Forest, Decision Tree, Predictive Modeling, Sentiment Analysis, NLP, SVM, MLP, Naive- Bayes

PROFESSIONAL EXPERIENCE

Innerwork Solutions Pvt Ltd

Business Analyst

Bangalore, Karnataka, India

November 2020 – April 2021

- Amplified sales up to 29% within 4 months by creating & evaluating key KPI's around medical supplies delivery, further creating reporting decks using Tableau dashboard to track them on a weekly basis
- Increased the team's bandwidth by 20% by creating a bot to track 75000+ project tickets, saving over 9 hours of manual work per week
- Stored series of emails using Robotics Process Automation and Python Pandas library from all the files to a single Data Frame and filtered emails from a large dataset based on client's needs
- Designed statistical analysis model using K-means algorithm on the dataset and lowered cart abandonment rate by 14%

Adfactors PR

Account Executive

Mumbai, Maharashtra, India

June 2019 – July 2020

- Lead and mentored a team of 15 account executives to enhance Excel skillsets, utilize social media to the client's advantage, create a seamless network of radars, pitch note drafting, and carry out extensive primary research for a client
- Organized an impactful campaign that was one of the largest cattle check-up campaigns carried out. Coordinated with journalists, handled the complete PR(public relations) for the event. Our client Fullerton India was registered in the **Guinness Book of World Record** to treat more than 65,000 cattle within a day across 350 different locations across India.
- Performed extensive market research and created content using Microsoft Office Suite, drafted pitch notes, press releases, and authored articles for CEO of Bandhan Bank and Fullerton India in top tier publications like Times of India, Economic Times, Hindustan Times, DNA Mint, Reuters

PROJECTS

Credit Risk Analysis – Python project

March 2022

- Predicted the creditworthiness of loan borrowers 93% accurately by quantifying the risk of loss that the lender might be exposed to using K-nearest neighbors and linear regression methods in Python
- Identified accuracy, precision, and recall as the performance indicators to identify the defaulters

Measuring the impacts of socio-economic dimensions on poverty

February 2022

- Created interactive visualization using Tableau to measure the association between poverty and its key socioeconomic dimensions and analyze the implications of the significance of the key contributors including education, unemployment rate, and net income on the overall growth of a nation

Datathon- Tweet Analysis of New Jersey Devils (Runner's Up)

February 2022

- Analyzed NJ Devils tweets data to understand the trend in the number of tweets per day and factors affecting social media engagement using R, Python, and Tableau
- Cleaned the data of 17000 tweets about NJ devils from 2018 to 2021 by removing emojis and imputing the missing values using Mice and Amelia packages to conduct sentimental analysis
- Used a logistic regression analysis and successfully rejected the hypothesis that tweets containing emojis have less engagement rates compared to tweets without emojis, and suggested strategies to improve the media engagement

Breast cancer prediction model (Machine Learning project)

January 2022

- Developed a prediction model and chose random forest from various algorithms as it has the maximum accuracy of 96% on the test data
- Imported healthcare data and performed exploratory data analysis using pandas, sklearn, numpy, and matplotlib to get insights into Philadelphia's breast cancer prediction data