PRAVOO DEVA NARAYAN

+917008342505 pravoo.narayan32@gmail.com https://www.linkedin.com/in/pravoo1996/ https://github.com/PravooDeva

PROFESSIONAL EXPERIENCE

Netzwerk.AI Private Ltd — Apr 2022 – Present
Data Analyst — **Bengaluru, India**
Project 1: Lookalike Audience Development

- Combined data from ample sources using **SQL**, leveraging customer IDs to create a complete golden record of over 100,000 customers, incorporating both 1st party and 3rd party data attributes.
- Conducted detailed analysis on 500,000+ data points using **statistical and graphical methods**, identifying key trends and insights.
- Created training datasets from a seed audience of 10,000 users using **Python (EDA)**, developing 50 + audience segments for model training and validation.
- Employed **feature selection like information gain**, reducing the initial 200 features by 30%, ensuring exclusion of segment-specific features and retaining those critical for model accuracy.
- Used **Decision tree, Random Forest and XG Boost models**, but XG Boost outperformed achieving an average accuracy improvement from 65% to 71.5% across 50+ segments through hyper parameter tuning.
- Scored 90,000 remaining customers, generating a **lookalike audience** by selecting the top 10 percentile, resulting in a particularly targeted list of 9,000 potential customers.
- Delivered monthly reports comparing **model accuracies** and audience sizes, using both graphical representations, showing a 10% increase in accuracy and a 15% growth in audience size over 6 months.

Project 2: Advertisement based on customer sentiments

- Utilized **advanced web scraping techniques** to gather huge data from certain platforms such as blogs, public websites, and social media channels including Facebook and Twitter, employing selected keywords like "stock market fraud" and "stock learning," resulting in the acquisition of over 250 gigabytes of textual data.
- Managed and refined large datasets using data cleaning method and tools like **Advance Excel**, improving **data accuracy** and **usability** by 60%.
- Processed the collected data, resulting in the creation of 500 structured text files after cleaning and formatting with **Beautiful Soup**.
- Employed **Aspose** merging tools to combine the structured data, resulting in creation of 300 inclusive documents for analysis.
- Engaged **KeyBERT** to extract keywords, resulting in identification of 200 relevant terms crucial for sentiment analysis and insights generation.
- Leveraged **NLP** and **SQL techniques** to analyze sentiments within the text, resulting in the categorization of 60% positive, 20% negative and 20% neutral sentiments.
- Implemented **Word Cloud Algorithms** to visualize keyword insights, generating 50 visually compelling representations for intuitive understanding.
- Optimized visually striking word cloud representation to highlight prevalent keywords at the center, surrounded by less frequent ones, facilitating interpretation of sentiment trends.
- Achieved a notable 30% increase in revenue through the successful execution of the project, surpassing baseline expectations and substantially contributing to the attainment of client annual revenue targets.

TECHNICAL SKILLS

Programming Languages and Libraries: Python (Pandas, Numpy, Matplotlib, Seaborn)
Databases: Postgre SQL
Data Analysis and Statistics: Microsoft Power BI, Tableau, Advance Excel, Statistical Analysis, Google Sheets,
ETL and Tools: Web Scraping, Beautiful Soup, Aspose, keyBERT, Data Modeling, Machine Learning (Feature Selection, Decision Tree, Random Forest, XG Boost)

ADVANCE DATA SCIENCE PROJECTS

Hotel Booking Analysis

- **Pandas, Numpy, Matplotlib, Seaborn**
- This EDA project on hotel booking data extracts meaningful insights that can guide decisions, improve customer satisfaction, and enhance overall operational efficiency by 50%.
- https://github.com/PravooDeva/Hotel-Booking-Analysis

Sentiment Analysis

- **Structured Query Language(SQL)**
- The sentiment analysis project aims to analyze textual data, such as customer reviews or social media comments, and determine the sentiment associated with customers.
- Performing sentiment analysis yields multiple key insights and findings. These include identifying the overall sentiment distribution, detecting patterns in sentiment over time or across different segments, and pinpointing specific topics or aspects that drive positive or negative sentiments.

Power BI Store Dashboard

- **Microsoft Power BI**
- Developed an Advance Power BI dashboard for a retail store to provide insights into the operations and performance metrics. The dashboard helps the stakeholders to make data-driven decisions and optimize aspects of the store operations.

EDUCATION

Bachelor Of Technology in Electrical and Electronics Engineering — Dec 2021
Biju Patnaik University Of Technology, Rourkela