VAIBHAV CHAUDHARI

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EDUCATION

Syracuse University, School of Information Studies   **Syracuse NY**
Master of Science, Applied Data Science   May 2024
Relevant course work: Applied Machine Learning, Database Administration Concepts and Database Management, Scripting, Quantitative Reasoning, Big Data Analytics, Data Warehousing.

Visvesvaraya Technological University, BMS College of Engineering   **Bangalore, India**
Bachelor of Engineering, Electronics and Communication   May 2019

WORK EXPERIENCE

LEAD BUSINESS ANALYST, SPINNY (Used Car Platform), Gurgaon, India   July 2021 - July 2022
- Led a project to model an Organizational Dashboard on Tableau by analyzing data from various sources using SQL and Python and defining new customer experience KPIs to track Customer Success and Satisfaction.
- Performed Data Wrangling and Data Mining using Python and SQL to develop a pricing algorithm based on car specifications and economic depreciation, with a goal to optimize supply-demand pricing system.
- Conducted Marketing Attribution Analysis using SQL and MS Excel to identify least ROI marketing channels, reducing marketing spends by 35%.
- Collaborated with 3 product managers to implement Data-Driven product changes utilizing SQL, decreasing bounce rate by 20% and increasing user engagement.
- Implemented Seller and Car Documentation tracking dashboard on Tableau using SQL, reducing post-sales queries by 30%.

DATA ANALYST, MITSUBISHI HEAVY IAPL GROUP (Distributor), New Delhi, India   January 2021 - June 2021
- Performed Data Mining using SQL and conducted Sales Forecasting and Predictive Modeling, driving improvement in sales forecast reporting by 15%.
- Designed business KPI Dashboards in Tableau using data extracted by SQL to enable real time monitoring of sales executive performance and productivity, leading to 15% boost in sales team efficiency.
- Drove improvements in inventory management by implementing a MS Excel data logging system across warehouses, reducing excess inventory holding costs by 25%.

PROJECTS

Using Facial Emotions to Detect Social Environment for Autistic Children.   January 2023 – May 2023
- Performed EDA and devised an analytical framework that categorizes emotions into three distinct categories.
- Created various ML models with naïve classifiers like SVM, Decision Trees, Gradient Boosting Classifier and more.
- Developed Convolution Neural Networks to incorporate Deep Learning and achieve a testing accuracy of 73%.

Predictive Modeling to Identify High Healthcare Expenditure Customers for HMO.   August 2022 – December 2023
- Performed Data Cleaning and EDA to assess high healthcare cost drivers and the correlation between these factors and cost.
- Built a machine learning model to predict high-cost customers based on historical health data, utilizing SVM classification and Association Rule Mining, and created Shinny app UI interface in R Studio.

All-time Best Artist Revealed: EDA of Spotify Top Charts.   August 2022 – December 2023
- Leveraged Spotify artist, song, and top charts data and conducted Data Wrangling and EDA, revealing the all-time best artist of the past two decades.
- Created an intuitive Tableau dashboard to visualize key finding from analysis.

SKILLS/ CERTIFICATIONS

- **Programming Languages**: Python, R, SQL
- **Tools**: Tableau, MS SQL Server, MySQL, Azure Data Factory, Apache Spark, MS Power BI, MS Excel, Google Analytics, BigQuery, AWS, TensorFlow, Keras, SSIS, Snowflake, Git
- **Technical Competency**: Data Mining, Dimensional Modelling, Machine Learning, Statistical Modeling, Kimball Method, ETL, Hadoop
- **Certifications:** Google Data Analytics - Google Professional Certification (June 2021) **[Certificate]**

LEADERSHIP

Led the Business Analytics Team in delivering a pivotal analytics project, offering mentorship to team members, coaching the team on effective data analysis and business-focused requirements gathering. Emphasized task alignment transparency and promoted a collaborative team culture centered on knowledge sharing, teamwork, and timely project completion.