VAIBHAV CHAUDHARI

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EDUCATION

Syracuse University, Master of Science   **Syracuse, NY**
Major in Applied Data Science   *May 2024*
Relevant course work: Applied Machine Learning, Database Administration Concepts and Database Management, Scripting for Data Analysis, Quantitative Reasoning

BMS College of Engineering, Bachelor of Engineering   **Bangalore, India**
Major in Electronics and Communication   *July 2019*

WORK EXPERIENCE

LEAD BUSINESS ANALYST, SPINNY (Used Car Platform) - Gurgaon, India   *July 2021 - July 2022*

- Led a project to build an Organizational Dashboard, visualizing customer experience KPIs by analyzing data blended from varied sources and defined new KPIs critical for business to track growth of Customer Success and Satisfaction. *(Tableau)*
- Performed Data Cleaning and Data Mining to develop an algorithm based on car specifications and economic depreciation to help business reach optimal prices based on demand-supply requirements. *(Python, SQL, MS Excel)*
- Conducted Marketing Attribution Analysis to identify least ROI marketing channels, resulting in discontinuation of various channels and lead sources and reduction in marketing spends by 35%. *(SQL, MS Excel)*
- Collaborated with product managers to implement Data-Driven product changes for improved user journey, resulting in 20% increase in organic leads. *(SQL, MS Excel, MS Word)*
- Developed Seller and Car Documentation tracker, reducing post-sales queries by 30%. *(SQL, Google Sheets, Tableau)*
- Improved decision-making through strategic construction and supervision of dashboards and reports, visualizing key insights on performance, productivity, and business KPIs. *(Tableau, Pygsheets, SQL)*

DATA ANALYST, MITSUBISHI HEAVY IAPL GROUP (Distributor) - New Delhi, India   *January 2021 - June 2021*

- Performed Sales Forecasting, Predictive Modeling, and Sensitivity Analysis and presented findings to leadership. *(SQL, MS Excel)*
- Designed business KPI Dashboards and Reports to monitor and measure sales performance, and productivity. *(Tableau, SQL)*
- Implemented an Excel data logging system across warehouses to optimize inventory management. *(MS Excel)*

PROJECTS

Using Facial Emotions to Detect Social Environment. [LINK]

- Created various machine learning models utilizing facial emotions to enhance social understanding for children with autism within their interactive environments.

All-time Best Artist Revealed: EDA of Spotify's Top Charts. [LINK]

- Leveraged Spotify artist, song, and top charts data to conduct EDA and data mining, revealing the all-time best artist of the past two decades.

Predictive Modeling to Identify High Healthcare Expenditure Customers for HMO. [LINK]

- Analyzed healthcare cost drivers and correlations using EDA. Built a machine learning model to predict high-cost customers based on historical health data, utilizing SVM classification and Association Rule Mining.

SKILLS/ CERTIFICATIONS

Programming Languages: Python, R, SQL
Tools: Tableau, MS SQL Server, Looker, Azure Data Studio, MS Power Apps, MS Power BI, MS Excel, MS Access, Google Analytics, Docker, BigQuery, AWS Fundamentals
Technical Competency: Data Mining, Data Modelling, Machine Learning, Statistical Analysis, Predictive Modelling
Soft Skills: Stakeholder Management, Communication, Problem Solving, Story Telling, Critical Thinking, Team Player
Certifications: Google Data Analytics - Google Professional Certification (*June 2021*) **[Certificate]**

LEADERSHIP

- Led the Business Analyst Team to deliver a crucial analytics project. I provided mentorship to team members, coaching them on effective data analysis and requirements gathering from a business perspective. I emphasized transparency in task alignment and promoted collaboration, fostering a team culture fostering learning, teamwork, and timely completion.