Vikas Chaurasia

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Summary

Aspiring Data Scientist with an M.Sc. in Data Science & Business Analytics and 10 months of professional experience. Specializes in using Python, SQL, and machine learning to uncover hidden patterns, optimize marketing performance, and build data-driven solutions to complex business problems.

Experience

BluBrick Realty | Mumbai
Analyst, Operations | 04/2022 - 06/2023

- Architected and managed the company's centralized client and property database in Excel, enabling the agency to **increase its client handling capacity by over 50%**.
- Performed trend analysis on sales data and presented findings to the Team, leading to a **20% strategic shift in marketing fund allocation**.
- Engineered an optimized, searchable master file that **reduced the time for agents to match clients with properties**, accelerating the sales cycle.
- Developed standardized data entry templates and processes, improving data accuracy and consistency across the sales team.``

Skills

Python, SQL, Machine Learning, Data Analysis Skills, Data Visualization, Regression analysis, Microsoft office, Microsoft excel, AI, Data collection

Education

School of Applied Science | Mumbai
MSc. Data Science & Business Analytics | 04/2025

Rizvi College of Arts, Science & Commerce | Mumbai
Bachelor of Commerce | 06/2021

Certificates

3rd Place - AI Prompt Engineering Workshop (Sci-CodE #24), Blockchain Fundamentals - Internshala, The Fundamentals of Digital Marketing- Google Digital Garage

Projects

Intelligent Real Estate Assistant

- Developed a Streamlit web application leveraging AI and machine learning (including property recommendation algorithms, client profiling, and predictive analytics) for real estate professionals.
- Implemented regression-based models and clustering techniques to deliver personalized property suggestions and market analysis.
- Automated task tracking and client management using Python’s pandas, scikit-learn, and interactive dashboards to enable data-driven decisions.

Customer Segmentation Dashboard

- Designed and implemented an interactive dashboard in Streamlit to segment retail customers using RFM (Recency, Frequency, Monetary) analysis and K-Means clustering.
- Applied unsupervised learning to categorize customers based on purchasing behavior and identify high-value segments for targeted marketing.

- Utilized Python, pandas, scikit-learn, and Jupyter Notebook for data preprocessing, visualization, and segment generation.

Medical Expenses Prediction

- Built a machine learning model using linear regression to estimate medical expenses from features such as age, gender, BMI, and smoking status.
- Conducted feature engineering, exploratory data analysis, and model validation to optimize predictive accuracy.
- Used Python's scikit-learn, statsmodels, and visualization libraries (matplotlib, seaborn) to communicate findings and support business insights.