Amit Anand Kumar

linkedin.com/in/amitanandkumar|| 100 Wells Street, Hartford-06103||860-265-5824||amit_anand.kumar@uconn.edu

- 3 years of proven experience as Data Analyst and subject matter expert in the field of Machine Learning
- Adept in data mining skills and have the capability to interpret valuable insights to make business decisions
- Seeking Summer 2022 Internship opportunities in the field of Data Science and Analytics

EDUCATION

University of Connecticut School of Business   Expected 12/22
Master of Business Analytics and Project Management

Sathyabama University, India   2014-2018
Bachelor of Technology with specialization in Electronics and Telecommunication

SKILLS

- **Techniques:** Predictive Modelling, Machine Learning, Text Mining, K-NN, Neural Networks, SVM, Regression – Linear & Logistic, Hypothesis Testing, Decision Trees, Naïve Bayes, Word2Vec, TF-IDF, Supply, A/B Testing, Principal Components Analysis (PCA), Ensemble Models, Data Mining, Data Analytics, Data Visualization, Statistics, Hierarchical clustering, Regularization, Matrix Factorization
- **Tools**: Tableau, JMP, Excel-Pivots, PowerPoint, Visio, Power BI, Oracle,
- **Languages**: Python, R, SQL, C, HTML

PROFESSIONAL EXPERIENCE

Data Analyst | Infosys Ltd. |Client: Discover Financial Services   July 2019-July 2021
- *Churn Analysis*: Developed Logistic Regression Model in Python to predict customer churn rate based on their transactional behavior. The valuable insights from it helped in improving customer retention by 17%
- *Dimensionality Reduction*: Explored techniques like Decision tree, Missing Value Ratio and Backward Feature Elimination to add maximum predictive information from around 1500 variables
- *Model Evaluation*: Measured effectiveness of model through analysis on performance metrics (Gini & 2-way Lift Chart)
- *Cross-functional collaboration*: Worked with Product and Marketing departments to create and implement solutions

Associate Data Analyst | Infosys Ltd. | Client: Adidas   Sep 2018-Jun 2019
- *Customer Segmentation:* Optimized marketing contact strategy by implementing customer segmentation using SAS macros, thereby reducing marketing cost by approximately 20%
- *A/B Testing:* Assessed the effectiveness of various marketing campaigns. Also, designed metrics for achieving the target and improving the conversion rate by 42%
- *Data Analysis*: Analyzed and manipulated massive scale structured and unstructured data using complex SQL queries
- *Quantitative Analysis*: Identified market pricing trends and discontinuity using Tableau dashboards

ACADEMIC PROJECTS

Marketing Data Analytics-JMP Pro   Nov 2021
- Using the customer's spending history and previous experiences, we were able to forecast which customers would be most likely to accept the offer presented in the forthcoming campaign
- It increased acceptance conversion by 30% based on the underlying features and revelations

Increasing Math Score- Advanced Excel and JMP Pro   Oct 2021
- Using an extra $1,000, the funding was divided among features that assisted in boosting the math score on the current national average math score for 8th grade
- An average of 2.6 points was gained by using distribution based on Correlation Coefficient & Regression Coefficient

Airbnb Listing Rating Prediction – JMP Pro and Python   Sep 2021
- Using Rio De Janeiro Airbnb Open Dataset derived key insights about price prediction, crowded place and the busiest time in the city.
- Built a regression model using JMP Pro and achieved a RMSE of <8%

Healthcare Data Dashboard –Tableau   Sep 2021
- Analyzed the trends of frequent short staying patients against the long staying patients in US over the years and states in which they have settled based on their demographics.
- The results presented the clinical and non-clinical factors that affected the length of stay and provided solutions to reduce inappropriate hospital stay contributing to resource optimization.