

PRATIKSHA NAIK

☎ 716-256-4989 ✉ pnaik7@buffalo.edu [in linkedin.com/in/pratiksha-naik](https://www.linkedin.com/in/pratiksha-naik) github.com/adiimated

Education

Master of Science in Engineering Science (Data Science)

University at Buffalo, The State University of New York

August 2022 – February 2024

Buffalo, New York, United States

Bachelor of Engineering in Information Technology

University of Mumbai

August 2016 – October 2020

Mumbai, Maharashtra, India

Experience

Data Analyst Intern

Eitacies Inc

August 2023 – December 2023

Santa Clara, California, United States

- Developed a virtual conference monitoring system to ensure professionalism and regulatory compliance, reducing non-compliance incidents by 34% in digital meeting spaces.
- Pioneered development of a FLAN-T5 based tool for generating summaries of meetings, boosting user engagement insights by 12%.
- Employed Computer Vision and Natural Language Processing libraries to analyze 100K+ images and text documents, improving content categorization by 17%.
- Leveraged MongoDB to manage large datasets, efficiently handling over 2TB of data.
- Crafted 10+ insightful and interactive visualizations in Tableau to improve client understanding and decision-making.

Business Intelligence Analyst

Jupiter Technic

April 2021 – June 2022

Dombivli, Maharashtra, India

- Created and managed Python web scrapers utilizing BeautifulSoup and Selenium for market research, resulting in discovery of 15 new viable suppliers, revising strategic sourcing and market alignment.
- Executed statistical analysis and data modeling in R and Python (Pandas, NumPy, SciPy), increasing demand forecast accuracy by 26%.
- Utilized Excel (VBA scripting, Pivot Tables, What-If Analysis) for financial modeling, aiding in a 19% reduction in expenditures through strategic decision support.
- Led a supply chain optimization project achieving a 15% improvement in inventory efficiency for sheet metal components, tools, and spares.
- Crafted PowerPoint presentations and tailored Tableau dashboards for clients, leading to 8 additional clients engaging in follow-up projects within same fiscal year.

Data Processing Consultant

Ugam Solutions (Now part of Merkle)

October 2020 – March 2021

Thane, Maharashtra, India

- Led collaborative efforts to process and assess market research data, tailoring insights to align with specific needs of 5+ clients.
- Harnessed Python, SQL, and Alteryx for advanced algorithm development, accelerating query processing and enabling faster result delivery by 2 days on average.
- Enhanced data accuracy and reduced processing time by 13% by employing Askia SAS for data management and analysis.
- Efficiently managed and optimized databases handling over 8 million records in MySQL and PostgreSQL.
- Drove a 2.7% sales increase for an international alcohol brand through demographic data analysis and strategic insight provision.
- Presented complex data findings in 10+ high-stakes meetings, securing 2 long-term clients.

Data Analyst Trainee

MedTourEasy

September 2020 – October 2020

Mumbai, Maharashtra, India

- Created a predictive model to identify potential blood donors, resulting in a 23% increase in donor recruitment.
- Investigated historical blood donation data, optimizing blood collection campaigns, and reaching over 1000 donors.
- Applied clustering algorithms to segment donor population, enabling targeted outreach and improved donor retention.

Data Science Intern

The Sparks Foundation

August 2020 – September 2020

Mumbai, Maharashtra, India

- Applied various machine learning models, including Linear Regression, Random Forest, Support Vector Machines, and Neural Networks, in a data-driven prognostic framework, achieving a 84% accuracy in forecasting student performance.

Projects

Flu Shot Learning

December 2023 – March 2024

- Led development and deployment of "Fluence," a web app achieving 85% accuracy in predicting flu vaccination status, using Flask, React.js, and Heroku for a seamless full-stack experience.
- Implemented continuous improvement cycles using Python to refine prediction models on the US National 2009 H1N1 Flu Survey data, enhancing accuracy by 14%.
- Collaborated with team using GitHub for version control, contributing to all project stages from concept to deployment.

Spotify Data Analysis

May 2023 – August 2023

- Devised and executed a comprehensive data analysis project using Spotify's API, analyzing over 500,000 track data points to uncover user listening habits and trends.
- Employed Python and libraries such as Pandas and Matplotlib to manipulate and visualize data, resulting in identification of 10 key metrics influencing user preferences.
- Boosted machine learning model accuracy from 65% to 85% leveraging scikit-learn's Random Forest and Gradient Boosting, by incorporating over 20 musical features and extensive parameter tuning.

Twitter Sentiment Analysis to Identify Urban Issues

March 2019 – February 2020

- Spearheaded a team of 3 to construct a sentiment analysis model leveraging Twitter data, targeting key urban issues.
- Leveraged Python, NLTK, TextBlob, and Pandas for efficient data processing and analysis of over 1 million tweets.
- Developed and optimized 8 machine learning models, with best performing model achieving an 87% accuracy rate.
- Presented and received accolades at the International Conference on Advanced Trends in Engineering (ICATE).
- Engaged with 3 municipal councils for pilot studies, integrating model findings into urban planning discussions.

Technical Skills

Programming Languages: Python, SQL, R, Bash, Java, MATLAB, C++

Libraries and Frameworks: NumPy, Pandas, scikit-learn, PyTorch, TensorFlow, Keras, Flask, Matplotlib, Seaborn, dplyr

Big Data Technologies and Cloud Computing: Hadoop, Spark, Hive, PySpark, Microsoft Azure, Amazon AWS

Advanced AI and Analytics: Predictive Modelling, Statistical Modelling, Time Series Analysis, Natural Language Processing, Deep Learning, LLMs (GPT-3), Prompt Engineering, A/B Testing, Computer Vision

Visualization Tools: Tableau, Power BI, Microsoft Excel, Looker

Database Technologies: PostgreSQL, MySQL, MongoDB, SQLite, IBM DB2