

# **Data Science Portfolio**

## **Introduction**

Hello! I am [Your Name], a data science professional passionate about extracting insights from data and building data-driven solutions. With expertise in machine learning, statistical analysis, and data visualization, I strive to solve real-world problems using cutting-edge techniques.

## **Skills**

- Programming: Python, R, SQL
- Machine Learning: Supervised & Unsupervised Learning, Deep Learning, NLP
- Data Analysis: Exploratory Data Analysis (EDA), A/B Testing, Statistical Modeling
- Big Data Technologies: Hadoop, Spark
- Data Visualization: Tableau, Power BI, Matplotlib, Seaborn
- Cloud & Deployment: AWS, Google Cloud, Docker

## **Projects**

### **1. Customer Churn Prediction**

- Developed a machine learning model to predict customer churn for a telecom company.
- Used logistic regression and random forest to achieve 85% accuracy.
- Visualized insights using Tableau to understand churn patterns.

### **2. Sentiment Analysis on Social Media**

- Built an NLP model using Python and TensorFlow to analyze Twitter sentiments.
- Preprocessed text data using NLP techniques like tokenization and lemmatization.
- Achieved 90% accuracy in classifying positive, neutral, and negative sentiments.

### **3. Sales Forecasting Using Time Series Analysis**

- Developed an ARIMA model to forecast sales trends for an e-commerce platform.
- Performed feature engineering and data preprocessing to improve model accuracy.
- Visualized trends using interactive dashboards in Power BI.

### **4. Fraud Detection in Banking Transactions**

- Implemented anomaly detection techniques using machine learning.
- Utilized unsupervised learning models like Isolation Forest and Autoencoders.

- Improved fraud detection rates by 30% compared to previous rule-based methods.

## **Work Experience**

### **Data Scientist | [Company Name] | [Year - Present]**

- Built predictive models to optimize business processes and enhance decision-making.
- Designed ETL pipelines to process large-scale datasets efficiently.
- Created interactive dashboards for stakeholders to track KPIs.

### **Data Analyst | [Company Name] | [Year - Year]**

- Conducted exploratory data analysis to derive business insights.
- Performed A/B testing to optimize marketing strategies.
- Automated reports using Python and SQL, reducing manual efforts by 40%.

## **Certifications**

- Google Data Analytics Professional Certificate
- IBM Data Science Certification
- AWS Certified Machine Learning – Specialty

## **Education**

- **[Your Degree]**, [University Name] | [Year of Graduation]

## **Contact**

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