

Dhruv Banerjee

Core Competencies

- Supervised Learning (Regression, Classification, Hyperparameter Tuning)
- Unsupervised Learning (Principal Components Analysis, K-Means, Agglomerative clustering)
- Python (Numpy, Pandas)
- Data Analysis & Interpretation (Statistical inferences)
- Data Visualization (Tableau, Power BI, Python Matplotlib and Seaborn)
- Natural Language processing.
- Deployment Flask and Django
- Excel VBA
- SQL

Work Experience

LogicServe- (17th March 2021 – present)

Data Analyst – Data Science

Key Result Areas:

- **AutoMP** – Offline to online product using **Apache airflow** and **PostgreSQL**. Created a **Flask** application with the help of **Docker** and deployed it in AWS.
- **Lead Scoring Predictive Model:** Lead Score probability generated and assigned to each lead which will improve the efficiency of the call center
- **Clustering model for market segmentation:** Building a k-means clustering model for market segmentation which helps in targeted and personalized advertisement to similar group of customers.
- **Sentiment analysis:** Sentiment analysis of all the reviews of an android app.

G4S Corporate Services – 6 months (2nd July 2019 – 3rd January 2020)

Assistant Manager - HR Analytics

Key Result Areas:

- **Incentive Calculation and insights:** Analysis and visualization in excel and Tableau of operations incentive for 500 employees. Extracted data from SQL and coordinated with various team.
- **Employee attrition prediction:** Developed a model to determine the probability for an employee to resign.
- **Employee promotion analysis:** The model predicts whether an employee should be promoted or not.
- Participating in various compensation surveys and benchmarking G4S roles with survey jobs.

Aon Hewitt - 3 Years, 4 months (3rd March 2016 to 29th June 2019)

Senior Analyst

Key Result Areas:

- **Incentive-Analyzer:** Helped in building a model for our product which predicts the **bonus, Long term incentives** of jobs using **Linear Regression**.
- **Gender Pay Equity analysis:** Used regression analysis to determine the difference between total salary of male and female employees of an organization.
- **New Hire pay analyzer:** Developed a model which helps an organization to determine the compensation that a new potential new hire can be provided with help of **linear regression** as per the organization and market standards.

Growth Path:

Mar'16 - Mar'17 as Junior Analyst

Apr'17 - Mar'18 as Analyst

Apr'18 - Jul'19 as Senior Analyst

- **Global Cyber Security Survey & Global Compensation Management:** Lead and managed the Survey, setting up the survey, validating the client incumbent data, interacting with the clients over the phone or E-mail regarding Data Validation, Statistical Analysis (whole survey) and Reporting of various markets statistics in excel based format. Providing insights through visualization with the help of Tableau.

Academic Projects

- **Capstone Project: Online News Popularity**
Description: The dataset is about articles published by mashable, and we want to predict the popularity of a news article. This can be solved as both regression and classification problem using the target column “number of shares”. For classification, the “number of shares” was classified in 2 and 4 classes. Making analysis which factors (types of words to be used) will help to increase the popularity of a news article which will help organizations to rightly tackle any online content and influence marketing strategies and thus selling advertisements
- **Old Car Price Prediction**
Description: Prediction of Car Prices using sales price as Target Column by regression.

Academic Details

- 12th from Delhi Public School, Gurgaon under CBSE in 2010 with 80%.
- 10th from Delhi Public School, Gurgaon under CBSE in 2008 with 70%.
- BCOM (H) from Delhi University in 2015 with 51%.
- Post Graduate program in Data Science and Engineering from Great lakes in 2020 with Excellent Grade.

Personal Details

Date of Birth:	13 th July 1992
Languages Known:	English, Hindi & Bengali
Current Address:	Gurugram, Haryana