# A T H A R V A  P U R A N I K

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## EDUCATION

M.S. Information Studies, University of Maryland, Baltimore County (UMBC) Expected Graduation: May 2024
GPA: 4.0/4.0

B.Tech, Vishwakarma Institute of Information Technology (VIIT) May 2021
GPA: 3.7/4.0

## SKILLS

- Programming & Databases. Python, R, MySQL, Oracle, Google BigQuery, PL/SQL, NumPy, Pandas, Pytorch
- Data Visualization Tableau, Power BI, Google Looker Studio, Matplotlib
- Tools Microsoft Excel, PowerPoint, Google Sheets, SharePoint, Google Analytics, GTM
- Cloud Google Cloud Project (GCP), AWS, Microsoft Azure

## WORK EXPERIENCE

***Senior Data Analyst**, Merkle, India* **December 2020 - June 2022**

- Accomplished a remarkable 3x revenue growth within 2 quarters by implementing data-driven strategies and leading a team of 5 analysts.
- Stitched and Analyzed data from multiple sources with over 100 million records.
- Utilizing SQL and Machine Learning developed and deployed algorithms on records resulting in 150% better ROI.
- Leveraging Tableau and Power BI curated 50+ dashboards for various purposes with 100% accuracy.
- Recognized with an award for outstanding analytics contributions and published 4 case studies.

***Analyst Intern**, Mandar Industries, India* **August 2018 – July 2019**

- Conducted primary and secondary research to evaluate existing processes, proposing enhancements for improved outputs resulting in a 30% reduced cost of labor.
- Analyzed the impact of suggested changes and prepared comprehensive documentation and achieved 15% better optimization.
- Implemented a live dashboard to facilitate communication, improve efficiency, and enhance transparency serving 17 clients across 6 countries.

## Projects

- Product Recommendation System Data Science Project
  Implemented Apriori algorithm to suggest personalized product recommendations based on customers' previous purchases, leading to 125% incremental revenue for businesses.

- Online Furniture Database Management System. Database Project
  Designed a robust database management system for an online furniture store, optimizing sales and lead generation processes using Oracle SQL Developer. It helped the business to optimize and achieve 30% more orders.

- IPL (Indian Premiere League) Win Prediction Data Science Project
  Utilized historical match, team, and player data to develop a predictive model using the Random Forest algorithm, enabling 95% accurate win predictions.

- Sales Forecasting – Kaggle Competition
  Participated in Kaggle competition for sales forecasting and achieved the rank of 35 amongst 750+ teams. Used various Machine Learning Algorithms and CNN algorithms to implement and compare the results. Tries LSTM, ARIMA, LGBM, Bi-LSTM, BERT Models.