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EDUCATION

M.S. Data Science | New Jersey Institute of Technology: New Jersey, USA **May 2020**
P.G. Diploma Big Data Analytics | Centre For Development of Advanced Computing: New Delhi, INDIA **Aug 2018**
B.E. Electronics and Communications | Gujarat Technological University: Gujarat, INDIA **May 2015**

TECHNICAL SKILLS

- **Programming Languages:** Python, R, SQL
- **Data Science:** Machine Learning, Predictive Modeling, Time Series Prediction, Big Data, Data Visualization, A/B Testing
- **Database & Tools:** MS SQL Server, MongoDB, Google Data Studio, Tableau, Alteryx, Excel, SSIS, SSRS, JIRA, SAS
- **Frameworks/Platforms:** Hadoop, AWS EC2

PROFESSIONAL EXPERIENCE

Data Analyst | Puzzles Agro: India **Jan 17 - Dec 17**

- Spearhead in-depth analysis of Marketing Email Campaign and build a model to optimize in future email campaigns using Random forest & conducted A/B test to see if the built model can help improve the click-through-rate.
- Build a Customer Segmentation model using K-means Clustering to draw characteristics of potential clients.
- Implemented A/B testing for website optimization to increase conversion rate & launching new product to predict sales.
- Performed Time-Series Forecast to predict KPI for the business using ARIMA model & RMSE as evaluation metrics.
- Design and develop ETL workflows to translate business logic from one system into Alteryx to be used by BI reporting tool.
- Visualized data in revenue, profit, opportunity, and risk from different dimensions by time, product, account using Tableau.
- Developed reports in tableau using Hierarchies, Filters, Calculated fields, Parameters to forecast operational performance.
- Automated a tableau report for the sales team using Filters, Parameters and Calculates sets that automatically qualified sales leads, achieving 75% reduction in preparation time.

Associate Database Developer | Jack Solutions: India **Jul 15 - Dec 16**

- Involved in designing and creating a RDBMS based on the client's requirements using MS SQL SERVER.
- Implemented and tune SQL queries, triggers, stored procedures, views & Datawarehouse model using SQL-Server.
- Developed stored procedures, stored functions to extract the data from simple flat text files in the operational database.
- Scheduled weekly, monthly reports on sales & marketing for various factors based on business needs using SSRS.
- Built and deployed SSIS packages for ETL on development, testing and production servers involved in extracting data.
- Responsible for Component testing, Unit testing & assisted UAT testing team on issue clarification & resolution.
- Involved in data ingestion from different sources for dimensional modeling using star schema and snowflake schema.

Database Intern | Jack Solutions: India **May 15 - Jul 15**

- Worked in a team environment to create logical and physical database design and assist application.
- Provided technical support for server database environments, including testing and installation of DBMS upgrades and backup and recovery of existing databases. Participate in tool evaluation, integration, and support.

Intern | Oil & Natural Gas Corporation: India **May 14 - Jul 14**

- Studied in detail about Seismic survey which collects real-time data from different sensors in IoT ecosystem.
- Worked with data team in Regional Computer Lab on Hadoop, HDFS, MapReduce for processing huge volumes of data.

PROJECTS

- **Conversion Rate:** Build a model that predicts conversion rate using Logistic Regression & Random forest classifier. Based on the model, highlighted the points to improve revenue.
- **Funnel Analysis:** Performed Data Analysis on e-commerce website using SQL, Python, Pandas, NumPy, Seaborn and Matplotlib to get crucial insights on user behavior & ways to improve the conversion rate.
- **Price Optimization:** Evaluated whether a pricing test running on the site has been successful by performing t-test for hypothesis of conversion rate and Chi-Square test to determine the significance of features.
- **Ads Analysis:** Analyzed ad campaigns data & their current performance as well as predict their future performance. Identified and grouped the top 5 ad campaigns by different metric.
- **Subscription Retention Rate:** Build a model that predicts monthly retention rate for the different subscription price points using Linear Regression & visualization to get crucial insights of customer retention.