

Summary

Data Analyst with 3+ years of experience in predictive and statistical marketing data analytics, machine learning, natural language processing, and model optimization techniques. Expertise in developing data pipelines, cloud infrastructure, and data-driven decision-making. Proven track record in delivering impactful and insightful data solutions through effective cross-functional collaboration, solid business acumen, and problem-solving.

Skills

Programming Languages: C, C++, Python, R, MySQL, HTM5L, CSS
Frameworks: Flask, Django, JSON, Fast API, Streamlit, PyTorch, Spark, Agile, SAS
Tools: Git, ETL, JIRA, Postman, PowerBI, Tableau, D3.js, FIGMA, Google Charts, SSIS, DAX, DBT
Methodologies: SDLC, OOP, Data Analytics, Pandas, NumPy, SpacY, Keras, Scikit-Learn, Machine Learning, Natural Language Processing, GenAI, LLMs, Data Visualization, Data Modeling, Quantitative Analytics
Platforms: Linux, Advanced Excel, Word, Alteryx, AirTable, Softr, WordPress, Google Analytics, Jupyter
Cloud/ Databases: SQL, Oracle, MongoDB, DBMS, Azure OpenAI, GCP, AWS S3, Redshift
Media Tools/Metrics: Conversion Rates, CTR, Cost-per-View, View Completion Rate, Gross Rating Point, Nielsen, MRI, Pathmatics

Work Experience

Machine Learning Intern, Workforce Genetics, LLC, USA

Aug 2024 - Present

- Increased job matching accuracy by 25% on the BioBuzz platform through the development of machine learning models for content personalization, leveraging Google Ads and Facebook Ads data to enhance audience segmentation and optimize media strategy.
- Optimized customer segmentation and ad personalization strategies, resulting in a 25% improvement in campaign ROI, by building advanced marketing analytics models with Google Analytics and integrating performance insights from Facebook Ads.
- Boosted campaign performance by analyzing data from Google Campaign Manager and ad servers, enabling more effective media spend allocation, leading to a 20% increase in overall campaign effectiveness.
- Developed dynamic dashboards using PowerBI and Tableau to track key performance indicators such as CTR, Conversion Rates, and customer journey insights. Integrated Google Analytics to track engagement, which led to a 25% increase in site interactions.

Cloud Intern, Cerebrone.ai, USA

Aug 2023 - Dec 2023

- Customized AWS EC2 and Linux-based cloud infrastructure, to enhance efficiency and reduce data redundancy by 33%.
- Improved data storage and querying capabilities with Snowflake, achieving a 20% increase in data retrieval.
- Implemented Agile methodologies by leveraging CI/CD and ETL tools for Edge AI Cloud Labs, enhancing the SDLC.

Software Engineer, Harbinger Group, India

Jul 2020 - Jul 2022

- Enhanced QA efficiency for 2K+ courses for an E-Learning Application, reducing bug resolution time by 30%, and refined application stability by utilizing CI/CD pipelines, A/B testing, and comprehensive regression testing, ensuring high data quality through test automation.
- Engineered and modeled data for a predictive analytical system using Python, MySQL, and FreeSurfer, achieving 93% accuracy in diagnosing brain diseases, and reducing data interpretation time by 20%.
- Created interactive dashboards through Advanced Excel and Tableau for Key Performance Indicators (KPIs) tracking, directly linking KPIs to media campaign performance, facilitating cross-functional collaboration, improving decision-making, and driving business efficiency.
- Implemented an NLP system with NER for ICD-10 keywords using Flask, defined data quality protocols, reduced diagnostic errors by 25%, and enhanced user satisfaction by 15%. Collaborated with cross-functional teams for seamless data integration and reporting.
- Led agile-based projects in dynamic team environments and identified key trends in healthcare data, using statistical analytics methods to predict patient outcomes and reduce medical errors by 20%.
- Spearheaded a robust SaaS-based job recommender system to improve model efficiency and job-candidate matching accuracy by 20%, leveraging fine-tuned BERT models through data warehousing, reducing manual intervention.

Software Engineering Intern, Indicus Softwares Private Limited, India

Sep 2019 - Apr 2020

- Designed an Android App for vehicle pooling, utilizing Firebase for robust data handling & consumer-oriented solutions.
- Integrated Geofence and Google Maps APIs to enable precise route selection and vehicle tracking, enhancing accuracy by 35%.
- The location-based notifications led to a 20% increase in user engagement and a 15% reduction in passenger waiting times. [\[Paper\]](#)

Projects

YouTube Trending Videos Analysis | PowerBI, Tableau, Python, D3.js, Google Charts, Matplotlib, Seaborn, Plotly | [GitHub](#)

- Monitored and analyzed market trends in YouTube video data, leading to a 40% improvement in business intelligence reporting and strategic content planning. Leveraged Tableau and PowerBI to create impactful insights with Python, matplotlib, Plotly, and seaborn.
- Boosted user engagement by 30% through Google Charts and Google Analytics to monitor web traffic and optimize user engagement.

Stock Price Prediction | Python, Machine Learning, LSTM, ARIMA, MySQL, PowerBI | [GitHub](#)

- Developed financial models for forecasting stock prices using LSTM and ARIMA, achieving a 98.2% accuracy rate, enhancing financial planning and analysis, and integrating the yfinance API and S&P 500 index data.
- Leveraged advanced Excel and Power BI for financial analysis and MySQL to enhance business workflows through data wrangling and visualization. Visualized insights from complex datasets using Matplotlib and Seaborn, streamlining stakeholder decision-making.

Education

University of Maryland, Baltimore County, Master of Science (MS), Computer Science

Aug 2022 - May 2024

Savitribai Phule Pune University, Bachelor of Engineering (BE), Computer Engineering

Jun 2016 - May 2020

Achievements

- Received the Harbinger Superstar of the Month **Award** in October 2020. Participated in the 'Code Review' Bugathon.
- Certifications: **Microsoft** (AI on Azure), **AWS** (DevOps), **Google Cloud** (Transformer & BERT Model, Data Analytics for BI), **IBM** (Data Analysis using Python), **Workato** (Automation Pro I, II), **Udemy** (Golang), **DeepLearning.ai** (Prompt Engineering for Developers), **Oracle** (Gen AI Professional & OCI Foundations Associate, Cloud Data Management)