

Divyesh Parekh

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WORK EXPERIENCE

Workindoggz LLC.

Consultant

Hayward, CA

2020– 2022

Product strategy: Spearheaded development and implementation of pricing model

- Developed a pricing model using analytic techniques for increasing revenue and improving conversion rate by 10%.
- Collaborated with internal stakeholders, for identifying, and to gather analytical requirements for consumer needs.
- Successfully provided value to the business by implementing the pricing model to meet the customer needs.

Leadership: Handled a program for improving operations and the business processes

- Co-created strategies for operations and processes by involvement in brainstorming sessions, market research, and critical thinking with the owner, operations personnel, and the manager.
- Led stakeholders' meetings for delivering the action plan and strategies.

ADI Controls

Product Engineer Intern

Vadodara, India

2018 – 2019

- Integrated data from various studies and research methods for translating data into valuable insights for developing strategies and refining the product creation roadmaps and deliverables.
- Collaborated with Engineers, Designers, the Production team, and the Quality team for developing a road map for enhancing product capabilities, improving manufacturing processes, and optimizing costs.

PROJECT EXPERIENCE

Capstone Project: Virtual AI chatbot

2022

Objective: Develop an AI chatbot to enhance consumer conversion rate and resolve consumer issues.

Design phase

- Co-designed an HTML page for using as a UI to display the chat window.
- Designed UI framework for chat window using Figma by applying design thinking principles.
- Collaborated with the team for brainstorming, developing strategies, product lifecycle, and deliverables.

Preprocessing phase

- Collected data, explored data, analyzed data, and cleaned data by identifying redundancy and outliers.
- Generated insights from data by identifying trends, patterns, and dialog flow structure for narrating the story.
- Successfully prepared input datasets which were compatible with machine learning algorithm requirements.

Training, testing, and deployment

- Trained, validated, and tested the machine learning model in Peoplereign.io AI engine with Go HighLevelCRM data for specific objectives by splitting datasets into training, validation, and testing data sets.
- Performed system testing for ensuring efficiency of the CRM, AI engine, and the landing page using Postman API.
- Successfully deployed the testing product for ensuring the working capabilities using Docker container.

Machine Learning

2021

Project Link: [Discerning digits from images](#)

- Built a machine learning model using the Naïve Bayes Classifier algorithm and Scikit-learn package.
- Trained the model using prepared MNIST datasets and inspected the model accuracy using a confusion matrix.

Database warehousing and car production planner

2021

- Designed database warehousing by pipelining & integrating datasets of 10K records by applying ETL techniques.
- Devised a car production planner as per weekly targets and daily capacity by building SQL queries.

Data Visualization

2021

Project link: [Top 10 startups](#)

- Developed a dynamic dashboard using Tableau for delivering investment insights for high income startups.

SKILLS

- **Technical:** Python, SQL, Tableau, AWS, MS Excel, MS PowerPoint, Minitab, MATLAB, HTML, CSS
- **Data Science:** Linear Regression, Logistic Regression, Naïve Bayes Classifier, SVM, KNN, Word2Vec, TensorFlow, Sci-kit learn, RNN, LSTM, Markov's Chain, NLP
- **Data Visualization:** D3.js, Matplotlib, Seaborn, Plotly

CERTIFICATIONS

- Google Developers: Machine learning crash course 2022
- UDEMY certification link: [Master Tableau in Data Science](#) 2022

EDUCATION

- **International Technological University**
Candidate for Master of Science in Engineering Management **GPA: 3.81/4.00**
Area of Interest: Artificial Intelligence, Data Science, Product Management

San Jose, CA

2021- 2022

- **California State University**
Master of Science in Engineering Management
- **Gujarat Technological University**
B.E in Electrical Engineering

Hayward, CA
2019 - 2021

Gujarat, India
2014 - 2018