Charu Gupta

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SUMMARY

2+ years experienced Market analyst transitioning into a data science after completing professional certification in Data Science (in collaboration with IBM) with a keen interest in analyzing complex datasets to enable excellent decision-making. Gained a profound understanding of leveraging statistical analysis, cutting-edge machine learning models, and predictive analytics to identify patterns and extract valuable insights to drive business solutions.

KEY SKILLS

Data Analytics, Data Visualization, Data Modeling, Machine Learning, Statistics, Deep learning, Data Exploration, Data Preparation , Customer Segmentation and Retention, Predictive Algorithms, SQL Query, KPI dashboards

TECHNICAL SKILLS

Languages: Python, SQL, C++, HTML, C#
Libraries: Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn
Tools: Tableau, Jira, Excel

EDUCATION

Master's in Data Science	Jan '23
Simplilearn Certified in collaboration with IBM	Bengaluru, IN

Course Modules: Data Science with Python | Machine Learning | Data Visualization|Data Modeling | Statistics |SQL Training | Business Analytics with Excel

Bachelor Of Engineering (Information Technology)	Jun '14
Rajiv Gandhi Proudyogiki Vishwavidyalaya(RGPV)	Bhopal, IN

4 year Under Graduate course in the domain of computer science with a specialization in the area of Information Technology and its related aspects

CGPA: 7.1/10.0

DATA SCIENCE PROJECTS

- **Project 1: Customer and Retail Analysis for US based Store | Tech Stack: Python, Linear Regression**
  - Perform a preliminary data inspection and Data cleaning.
  - Perform Cohort Analysis : how a cohort behaves across time and the retention rate of customers
  - Build a RFM model : RFM metrics and RFM Segments.
  - Create clusters using k means clustering algorithm.
  - Predicted customer cohort with 86% accuracy by deploying K-Means clustering via Python
  - Data Visualization using Tableau.
- **Project 2: Health care | Tech Stack: Python, Sklearn**
  - Build a prediction model using the original dataset of NIDDK (National Institute of Diabetes and Digestive and Kidney Diseases).
  - Use different Categorical Models likes KNN Model, Logistic Model, Decision Tree Model and Random Forest Model.
  - Compared their results on the basis of AUC Score, F1 Score, Recall, Precision and ROC Curve.
  - Implemented this ML model on Heroku cloud platform and obtained appx .85% accuracy among 1400+ patients.

PROFESSIONAL EXPERIENCE

Market Analyst	Sep '20 - Jun '22
Techcognize Group	Pune, IN

- Designed, executed and optimized digital marketing campaign on Google AdWords , led to increase in ROI.
- Managed redevelopment of internal tracking system use by 100+ employees, resulting in 20+ new features, reduction of certain time and operation time.
- Worked on the development and implementation of new quantitative models in order to stabilize the business and maximize efficiency.
- Collaborate with colleagues and executed other duties as assigned by managers.

Analyst Intern	Feb '20 - Aug '20
Techcognize Group	Pune, IN

- Maintained large databases and used various professional statistical techniques to collect, analyze, and interpret data from customer and partners.
- Identified and reported any data issue.
- Conducted detailed weekly reports, and proactively participated in team meeting with managers.

Additional Skills

- Excellent time management
- Strategic thinking

- Attention to detail
- Data quality assurance processes
- Great communication skills
- Data profiling
- Self-sufficient
- Adaptability
- Data formatting

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