

# Gandhali Kokate

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## EDUCATION

University of Maryland, Robert H. Smith School of Business

College Park, MD, USA

*Master of Science, Business Analytics*

Aug 2023 - Dec 2024

- *Course highlights:* Data Mining and Predictive Analytics, Data Visualization, Python Programming, Database Modelling with SQL, Price Optimization and Revenue Management.

Pune Vidhyarthi Gruha's College of Engineering, Savitribai Phule Pune University

Pune, MH, India

*Bachelor of Engineering, Computer Engineering*

Aug 2017 - Jun 2021

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## WORK EXPERIENCE

University of Maryland

College Park, MD, USA

Data Analyst

Jan 2024 - Present

- Led a **data analytics** project to analyze trends of social media metrics, including engagement, impressions, and reach. This analysis led to an **increase in Instagram engagement by 15%**, achieving UMD Dining's strategic goal of enhancing community interaction and presence.
- Enhanced social media engagement by developing **Python-based regression** models, leading to data-driven strategies like prioritizing student Reels and posting multiple event updates—significantly **boosting interaction**.
- Implemented in-depth analysis of content performance, identifying top-performing posts and optimal posting times resulting in an **increase** of over **500 followers** and an additional reach of **2,000** users within three months.
- Created over **15 Tableau** dashboards that translated complex data into clear insights, leading to the formation of a separate social media team and weekly content schedules, which enhanced UMD Dining's online presence.

VMware Inc.

Bangalore, KA, India

Technical Support Engineer (Data Analysis Focus)

Sept 2021 - Nov 2022

- Led ETL processes for **automated log analysis** in VMware environments using **Python scripts** and **SQL**, automating log data extraction, transformation, and loading, which improved data handling efficiency by **40%**.
  - Leveraged **NLP** and pre-trained transformer models to analyze unstructured text data, uncovering customer sentiments, product issues, and service improvement opportunities, increasing analysis speed by 25% and customer satisfaction by 15%.
  - Drove a **95% customer satisfaction** rate by analyzing data from 600+ VMware clients, specializing in ESXi hypervisor, NFS, and SAN storages to resolve complex technical issues in virtualized environments.
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## PROJECT EXPERIENCE

Optimizing Customer Retention Through SQL Data Analysis

- Developed a relational database schema and implemented complex **SQL** queries for Amazon database to analyze customer behavior, purchase patterns, and product preferences, leading to a **20%** improvement in customer retention.
- Optimized **SQL** query performance using indexing and partitioning techniques, reducing query execution time by **50%**, and integrated results with **Tableau** to create dashboards for business insights.

Predicting Airbnb Booking Rates with Advanced Machine Learning Techniques

- Engineered a **Random Forest** model in **R** (AUC: 0.8737) to predict Airbnb listing booking rates, boosting booking conversions by 8% through advanced feature engineering and **SQL**-driven data extraction.
- Created 3 **Tableau dashboards** to present booking trends, driving strategic decision-making through clear and actionable insights.

KPMG - Data Analytics Consulting Internship

- Performed in-depth **Data Quality assessments**, identifying and resolving **data inconsistencies**, leading to a **20%** improvement in **data accuracy** and reliability.
  - Developed actionable **data insights** and presented findings through compelling **visualizations** and reports using **Power BI**.
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## SKILLS

**Programming Languages & Technologies:** C++, Linux, Python, R, Java, HTML

**Technologies:** PyTorch, TensorFlow, Git, Scikit-learn

**Data Science and Visualization:** Tableau, Power BI, Excel

**Databases & Cloud Technologies:** AWS, MySQL, MongoDB, Microsoft Azure

**Machine Learning and Deep Learning:** Supervised and Unsupervised Learning, Natural Language Processing