GANESH DASARI

DATA ANALYST

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Profile Summary

Versatile Data Analyst and Power BI Developer with a demonstrated history of impactful contributions in various industries. Proficient in developing robust Data Warehouses using SSIS and SQL, creating insightful Power BI Dashboards, and maintaining efficient data pipelines for informed decision-making. Equipped with hands-on experience in NLP and Data Science projects, providing adept understanding of ML and AI models.

EXPERTISE

- POWER BI
- DAX
- Power Query
- Dataflows
- Data Warehousing
- SQL Server
- SSIS
- Python

Education

Big Data Analyst *Pursuing*

Gerogian College, Barrie, ON

Work Experience

DATA ANALYST *2021-2023*

- Architected enterprise BI solutions using Power BI with SSIS
- Helped organizations to modernize their existing Power BI environment. Designed standards and best practices focused on high-quality deliverables and self-service analytics in a collaborative environment
- Developed tools that helped to enable data governance, Optimized premium capacity performance by monitoring utilization and improving models and reports Developed multiple reports using advanced Power Query and DAX

JR Data Scientist *2019 - 2020*

- creating a E-Commerce content engine that can generate product descriptions automatically by leveraging the power of an AI powered engine,
- Data Cleaning - To remove unwanted symbols, urls etc from the data in-order to process it.
- Rule Generation - Creating rules with which we can weed out sentences that are not grammatically correct or to identify certain types of sentences.
- Sentence Pattern Generation - For Generating a variety of sentences in ecom product description generation. Imperative And Question Generation - Adding imperative sentences and questions to the product description to make the description to a conversational tone.
- Variable Extraction -Finding the new product names from the product titles

Operational Consultant *2018- 2019*

- Launched Uber Eats in Surat and Gandhinagar with 25% market penetration in four months.
- Handled more than 100 accounts (SMB, SME) which includes exclusive accounts and also used to conduct weekly meetings with underperforming accounts to meet 90% client satisfaction criteria which leads to 90% annual contract renewals.
- Maintaining Inventory data and monitoring supply chain of inventory for 2 cities.

PROJECT

Retail Retention and KPI MatricRetail Retention and KPI Matric

Feb 2021 - Jul 2021Feb 2021 - Jul 2021

- This Dashboard includes RFM (Repeat Frequency Matrix), customer retention rate, customer churn rate, and average order frequency, all calculated monthly or quarterly.
- These metrics help assess customer loyalty, identify disengagement areas, and measure customer purchase frequency. Retailers can set clear KPI benchmarks, aiming for specific retention goals, reduced churn, and increased order frequency.
- Prioritizing customer retention and using KPI matrices enhances satisfaction, repeat business, and drives revenue growth and profitability.

Skills: DAX · Microsoft Power BI · Microsoft Power Query · SQL Server Integration Services (SSIS) · Data Analysis

Retail Analysis

Jan 2021 - Feb 2021Jan 2021 - Feb 2021

- Key metrics used in retail analysis include sales revenue, profit margin, average transaction value, sales by category, size, zone, and city, as well as salesperson performance.
- These data are used to find profitable ways to increase sales and profits. Businesses can obtain useful insights into consumer behavior, product performance, and geographic patterns by studying these indicators over a predetermined period of time.
- This allows them to make data-driven decisions that will increase overall success and business performance. Key metrics used in retail analysis include sales revenue, profit margin, average transaction value, sales by category, size, zone, and city, as well as salesperson performance. These data are used to find profitable ways to increase sales and profits. Businesses can obtain useful insights into consumer behavior, product performance, and geographic patterns by studying these indicators over a predetermined period of time. This allows them to make data-driven decisions that will increase overall success and business performance.

Skills: Microsoft Power BI · Microsoft Power Query · SQL Server Integration Services (SSIS) · Data Analysis

News Popularity Predictions

Nov 2019 - Dec 2019

- The dataset comprises news articles with 64 features and 40,000 rows of data, posing a challenging big-data problem. After rigorous analysis, the model's accuracy on Kaggle has been significantly improved from 56% to 67%. The analysis focused on determining the factors contributing to article popularity, including the number of images, links, videos, words, and conducting a stopwords analysis. Throughout the process, various techniques such as NLP, chi-square, ANOVA, and polynomial features were applied, leading to the enhanced accuracy score.

Fake news Classification]

Sep 2019 - Oct 2019

- Fake news is widely spread across social network. Therefore, there is a huge demand to debunk fake news. There are many attempts to detect fake news but limited work is about using Deep Learning models. In this project, we aim to build state-of-the-art deep learning models to detect fake news based on the content of article itself.

Dataset:- False news kaggle dataset
correct news - New York guardian times
Techniques word2vec with passive aggressive classifier Result 0.91 accuracy and .90 f1 score