# Ganesh Dasari

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## Summary

Data Analyst with 4+ years of experience and currently pursuing a Big Data Analyst PG Diploma. Proven expertise in data analytics, business intelligence, and managing complex projects. Strong analytical, technical, and communication skills with a keen interest in exploring data insights to drive strategic decisions. Skilled in developing machine learning models, creating meaningful insights through exploratory data analysis (EDA), and proficient in database development and KPI dashboard creation, benefiting various business sections including finance, HR, customer services, and sales teams.

## Portfolio's

- *Website* - https://ganesh8465.github.io/Portfolio/
- *Github* - https://github.com/ganesh8465
- *LinkedIn* - https://www.linkedin.com/in/ganesh-dasari-a2b447118/

## Skills

- Programming - Python, DAX, SQL
- Data Analysis Tools - Power BI, Tableau, Pandas, Matplotlib.
- Database Management - MySQL, API's, Azure, AWS
- Presentation Skills - Microsoft Office, Microsoft Power Point, Excel.

## Experience

### XYXX Apparels Pvt Ltd | Surat, Gujarat
**Web Data Analyst | 07/2022 - 03/2023**

· Devised KPIs using SQL across company website in collaboration with cross-functional teams to achieve a 120% jump in organic traffic
· Analyzed, documented, and reported user survey results to improve customer communication processes by 18%
· Collaborated with analyst team to oversee end-to-end process surrounding customers' return data
· Worked with finance, sales, and operations to update and maintain manuals and SOPs

### XYXX Apparels Pvt Ltd | Surat, Gujarat
**Retail Data Analyst | 06/2021 - 07/2022**

· Used Power BI and SQL to redefine and track KPIs surrounding marketing initiatives, and supplied recommendations to boost landing page conversion rate by 38%
· Led a team of 4 analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to generate 15% more client leads
· Redesigned data model through iterations that improved predictions by 12%
· Discovered new storage and tracking method of live data.

### Excelr Solutions | Hyderabad , Telangana
**Jr Data Scientist | 09/2019 - 03/2021**

· Built data models and maps to generate meaningful insights from customer data, boosting successful sales efforts by 12%
· Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase of $300K
· Compiled, studied, and inferred large amounts of data, modeling information to drive auto policy pricing.
· Utilized Matplotlib and SKLEARN library to build machine learning models for predictive analysis and achieved 93% accuracy in customer segmentation.

### UberEATS | Surat, Gujarat
**Data Operation Consultant | 07/2018 - 08/2019**

· Led a high-performance courier operations team, employing data analysis tools such as Microsoft Excel, Bliss.internal.com, Tooled.internal.com, and MIS Preparation, driving a 15% improvement in weekly performance.
· Spearheaded strategic expansions in Surat and Vadodara, achieving 10% week-over-week growth, and managed over 1200 couriers to optimize performance.
· Successfully launched Uber Eats in Surat and expanded service coverage citywide, overseeing operations, and achieving a 30% market share.

· Managed a team of 1200+ couriers and optimized operations, increasing key account performance by 20%, while streamlining logistics processes.

## Education

**Georgian College**
Big Data Analysis | 12/2023

**360DigiTMG | Hyderabad, Telangana**
Data Sciences using Python and R | 01/2020

**Gujarat Technological University Ahmedabad | Surat, Gujarat**
Mechanical Engineering | 05/2018

## Projects

### Machine Learning Application

In this project I have predicted Student Performance using Machine Learning algorithm and developing and deploying it with Stream lit Application.
In this Github Repository, I have explained step by step procedure which involves Data Ingestion, Data Validation, Data Transformation, Model Training, Model Evaluation and Model Deployment.In this project I have predicted Student Performance using Machine Learning algorithm and developing and deploying it with Streamlit Application. In this Github Repository, I have explained step by step procedure which involves Data Ingestion, Data Validation, Data Transformation, Model Training, Model Evaluation and Model Deployment.

- **Skills:** Git · Streamlit · Continuous Integration and Continuous Delivery (CI/CD) · Machine Learning · Python (Programming Language)
- �GitHub - https://github.com/ganesh8465/Machine-Learning-Application

### Terrorism Hotspot Analysis 1970-2020

- In this project I have analyze data from GTD about terror attacks in the last 50 years. The data got extracted, cleaned, transformed into a suitable format and ran some Exploratory analysis to fully grasp the data I have at hand. I then follow up with designing an interactive PowerBI Dashboard.

    Link to the raw data can be found in the beginning of my Jupyter Notebook.

    Also provided is a pdf file with info about each column of data that we are dealing with.
- **Skills:** pandas · MATLAB · NumPy · Exploratory Data Analysis · Statistical Data Analysis
- �GitHub-Datasethttps://github.com/ganesh8465/Analysis-of-Terrorism-Dataset

### Designing-Database-and-ETL-in-MySQL

- In this project we have design a MySQL database, populate it with the data we got through scraping some websites using Selenium and generating fake data using Faker. Run some EDA using SQL then build a dashboard. ETL and database design. What did we do : • Scrape data from different websites using Selenium.
    • Generate fake data using Python's library Faker.
    • Transform our data to the desired format.
    • Using MySQL-Python Connector, we connected to our MySQL Workbench and designed our database.
    • Load our data into the database we built.
    • EDA and some cleaning using SQL.
- **Skills:** EDA · Database Design · MySQL · SQL · Microsoft Power BI · Python (Programming Language),Tablaue
- �GitHub - https://github.com/ganesh8465/Database-Design-and-ETL-in-MySQL-