GEO GEORGE

Al Qusais 1, Dubai, UAE ⋄ Age : 26

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EDUCATION AND QUALIFICATIONS

Post Graduate Diploma in Data Analytics (Distinction)   *October 2021 - June 2023*
University of Warwick
Modules included: Data Mining, Natural Language Processing, Data Visualization

Bachelor of Technology in Computer Science and Engineering   *July 2015 - June 2019*
National Institute of Technology, Calicut
Modules included: Database Management Systems, Computational Intelligence, Simulation Modelling

WORK EXPERIENCE

British Airways, London
Graduate Data Science Consultant   *October 2022 - Feb 2023*

- Utilized Tableau to develop a dynamic dashboard that identified critical codeshare gaps within BA-operated and marketed flights after diligently liaising with stakeholders to gather requirements
- Incorporated weekly email alerts to promptly notify stakeholders of new codeshare gaps, slashing codeshare-related issues by 70% over 3 months
- Revamped the passenger and revenue forecast model by incorporating cabin cross-selling scenarios and fine-tuning predictive algorithms utilizing Python, SQL and Git following agile methodology, leading to 15% improvement in revenue projections

Capgemini, Mumbai
Associate Consultant   *October 2020 - December 2020*

- Played a pivotal role in transitioning a multinational supermarket chain from legacy systems to SAP S/4 HANA, streamlining inventory tracking, logistics and business workflows resulting in improvement of inventory turnover ratio by 15%, revenue growth of 10% and enhanced data privacy and security
- Designed and executed SQL queries that efficiently extracted and analyzed data from SAP HANA, enabling smooth data migration and drop in data quality issues by 20%
- Spearheaded the creative redesign of the price card printing process by replacing smartforms with ADOBE forms, showcasing project management skills, yielding 80% decrease in alignment, formatting and printing errors and enhanced customer satisfaction
- Collaborated in a team of 7 to resolve critical bugs on short notice during early stages of project Go-Live
- Organized knowledge transfer sessions for junior developers to ensure wider understanding of created objects and enhancing scalability

Capgemini, Mumbai
Senior Analyst   *September 2019 - October 2020*

- Collaborated with clients to design and implement ABAP RICEF objects and leveraged detailed reports to simplify complex inventory management data, resulting in 25% decrease in time spent by end-users to interpret and act on insights
- Produced comprehensive technical specification documents for every object for developers and customers ensuring easy readability and scalability
- Conducted rigorous unit testing and debugging to enhance code quality and stability, leading to 30% reduction in post-implementation defects

RESEARCH AND PROJECTS *(LINKS TO PROJECTS IN BLUE)*

- **Human Target Search & Detection using Autonomous Unmanned Aerial Vehicle (UAV) and Deep Learning, 2020 IEEE IACT**
Played a crucial role in the development of an autonomous drone capable of identifying and monitoring specified targets with 70% accuracy. A mounted camera is used to give visual feedback and an on-board processing unit runs image recognition algorithms to identify targets in real time. Communication modules are used for relay of information between the drone and base station allowing for instant feedback. Co-presented the project at the 2020 IEEE IACT conference, showcasing innovative use of deep learning in real-world applications.

- **Automated Web scraper to collect dynamic university course data in regular intervals using Python, Selenium and VBA**
Developed an automated web scraper for a client that fetches data from a dynamic javascript enabled website containing course data for the University of Windsor and stores it in an Excel file every 20 minutes using Python, Selenium and Visual Basic Advanced (VBA). Created a macro button in Excel to run VBA code and start the Python script. Utilized 'xlwings' library to facilitate data collection into a pandas dataframe and establish connection between Python and Excel.

- **Sentiment Analysis of Tweets using Natural Language Processing (NLP)**
Designed and implemented a sentiment classifier to classify tweets as positive, negative or neutral utilizing Linear Support Vector Classifier (SVC); Obtained accuracy of 63% and f1-score of 60%. Tweets initially cleaned using regular expressions to remove hyperlinks, URLs and unnecessary characters. TweetTokenizer utilized as it handles emojis, hashtags and other elements of a tweet well. As sentiment of tweet is the only point of interest, stemming is done instead of lemmatization.

- **Dashboard for Bike Shop to monitor KPIs and Analyze Trends using Power BI**
Created an interactive Power BI dashboard to track KPIs like Revenue, Profit, and Return rate using Sales, Product, and Returns data of a Bike Shop. Used Power Query to perform Extract, Transform, Load (ETL) processes; created Relational Data Models. Data Analysis Expressions (DAX) used to create calculated columns and measures. Separate dashboard pages with dynamic charts, filters, slicers and maps were utilized to compare regional performance, understand customer behavior, and analyze product-level trends.

- **HR Analytics Dashboard to track KPIs pertaining to employee headcount using Power BI**
Utilized Power BI to craft a dashboard to track Key Performance Indicators (KPIs) related to employee headcount statistics like Current headcount, Budgeted headcount, New hires, Retention and Attrition rate etc. for Analytics and Engineering Departments; Utilized dual-axis clustered column charts to compare actual, budgeted and % variance actual versus budgeted headcount by month

CERTIFICATIONS

- **Amazon Web Services (AWS) Certified Cloud Practitioner**   *January 2021 - January 2024*
Understands AWS cloud platform and core cloud computing techniques including AWS Well-Architected Framework; knowledge of core AWS services and use-cases, billing and pricing models, security concepts

- **Certificate in Machine Learning using Python, Keltron**- A+   *June 2018 - August 2018*
Learned how to use pandas for data manipulation and analysis; Implemented supervised and unsupervised machine learning algorithms like Linear Regression and Random Forest on varied structure and unstructured datasets harnessing Python packages like scikit-learn.

SKILLS AND TOOLS

- **Skills:** Data Analysis, Data Cleaning, Data Transformation, Data Visualization, Machine Learning, Web Scraping, Statistical Analysis, A/B Testing, Version Control, AWS Cloud, Stakeholder Management

- **Tools:** Python, SQL, Microsoft Power BI, DAX, Selenium, Microsoft Excel, Tableau, Git, C++, AWS Cloud, HTML, R, SAP ABAP