

EXPERIENCE

Web Developer

Pixselo Technologies Private Limited

- Developed and maintained responsive websites and web applications using HTML5, CSS3, JavaScript, Bootstrap, and React.js, improving page load times and user experience.
- Collaborated with designers and backend developers to build scalable and mobile-friendly UIs, adhering to modern UX/UI standards.
- Worked with back-end systems using PHP and MySQL, enhancing application functionality and data accuracy.
- Optimized websites for SEO and performance using tools like Google PageSpeed Insights and Lighthouse.
- Deployed websites on various hosting platforms such as cPanel, AWS, and Hostinger.
- Assisted in client meetings and project planning, providing feasibility and technical requirements input.

Oct 2021 — Sep 2023

Bangalore, Karnataka - India.

PROJECTS

Customer Lifetime Value Analysis using Python

Tools & Technologies: Python, Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn

- Analyzed customer transactional data to estimate Customer Lifetime Value (CLV) using historical purchase patterns and frequency models.
- Performed data cleaning, feature engineering, and segmentation based on RFM (Recency, Frequency, Monetary) metrics.
- Built a predictive model using LTV formulas and machine learning techniques to forecast future value per customer.
- Visualized key insights through charts and dashboards to assist business stakeholders in customer retention strategies and marketing ROI optimization.

Jul 2023 — Aug 2023

Dynamic Pricing Strategy using Python

Tools & Technologies: Python, Pandas, NumPy, Scikit-learn, XGBoost, Matplotlib, Seaborn

- Developed a dynamic pricing model to optimize product prices based on market demand, competitor pricing, customer behavior, and historical sales data.
- Implemented data preprocessing and built predictive models using regression and tree-based algorithms to estimate price elasticity and forecast revenue.
- Conducted A/B testing simulations to evaluate pricing strategies and measure impact on conversion rate and profit margins.
- Delivered actionable insights to improve revenue management and enable data-driven pricing decisions for various customer segments.

Oct 2024 — Nov 2024

Financial Data Analysis using Python

Tools & Technologies: Python, Pandas, NumPy, Matplotlib, Seaborn, Plotly, Jupyter Notebooks

- Analyzed large-scale financial datasets to uncover trends in stock prices, trading volumes, and market indicators.
- Performed time series analysis, calculated moving averages, and applied technical indicators like RSI and MACD.
- Built interactive data visualizations and dashboards to communicate key financial insights to stakeholders.
- Enabled better investment decisions through risk-return profiling, correlation analysis, and performance benchmarking of assets.

Mar 2024 — Apr 2024

EDUCATION

Bachelor of Computer Science and Engineering - *JAIN (Deemed-to-be University)* **CGPA:** 7.50/10.00 *Oct 2023 — July 2026*
Diploma in Computer Science and Engineering - *Guru Raagavindra Polytechnic College* **PCT:** 79% *Oct 2017 — July 2019*

SKILLS

Programming Languages	- Python, SQL
Data Wrangling & Analysis	- Data Generation, Data Extraction, Data Cleaning, EDA, Feature Engineering, Feature Selection
Machine Learning	- Regression, Classification, Clustering, Model Development, Model Evaluation, Predictive Modeling, Statistical Modeling, Model Deployment
Deep Learning	- Neural Networks, CNN, RNN, Model Training using TensorFlow & Keras (Basics)
Statistics & Mathematics	- Descriptive Stats, Probability, Hypothesis Testing, Linear Algebra (Matrix Ops, Vectors), Basic Calculus (Basics)
Data Visualization	- Matplotlib, Seaborn, Plotly
Databases	- MySQL, PostgreSQL
Big data & Tools	- Apache Spark (PySpark), Hadoop (Basics)
Cloud Platforms	- AWS (S3, Glue, SageMaker), GCP (Basic)
Libraries & Tools	- Pandas, NumPy, Scikit-learn, Git, GitHub, VS Code, Jupyter Notebooks, Google Colab
Soft Skills	- Problem-solving, Analytical thinking, Data storytelling, Team collaboration, Communication

CERTIFICATIONS

IBM	- Data Science Professional Certificate - (12-course series)
Google	- Data Analytics Professional Certificate - (8-course series)
IBM	- Generative AI for Data Scientists Specialization - (3-course series)
AWS	- Fundamentals of Machine Learning and Artificial Intelligence

PORTFOLIO

To explore more on my projects please visit: <https://gunal-official.github.io>