

Varsha

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Media Analyst

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A strong minded and professional data analyst with 4.1 years of experience in data analysis and predictive data modeling using Python, SQL, Tableau and Excel.

Technical Skills

- SQL Server
- Python
- Tableau
- MS Excel
- Predictive Analysis
- Machine Learning

Technologies (Hands on)

- **Packages:** SciKit-Learn, NumPy, Pandas, Keras, CNN, NLP
- **Database:** MS SQL
- **Visualization Tools:** Tableau, MS Excel, ggplot
- **Statistics/ML:** Linear/Logistic Regression, Random Forests, Clustering, Boosting methods, Neural Networks.

Data Science/Analytics Projects

1. Predicting consumer complains dispute (Predictive modelling in python)

Objective: To build a predictive model to detect if a customer is going to dispute the resolution.

Tech Stack: Python, Pandas, NumPy, SciKit-Learn, Jupyter Notebook.

2. Predict No Shows for Medical Appointments (Predictive modelling in python)

Objective: To build a predictive model for predicting No-shows given the appointment details.

Tech Stack: Python, Pandas, NumPy, SciKit-Learn, Jupyter Notebook.

3. Prediction to open new retail store (Predictive modelling in R)

Objective: To build a predictive model in R to assess feasibility to open new stores based on locations, population, sales, and revenues of key products for a retail company. **Tech Stack:** R, dPlyr, CAR (Companion to Applied Regression), Random Forest.

4. Predict which valuable employees will leave next ((Predictive modelling in R)

Objective: To build a predictive model in R to find out which valuable employee will leave next.

Tech Stack: R, dPlyr, CAR (Companion to Applied Regression), Random Forest.

5. Spam filter for Quora questions (Deep Learning)

Objective: To predict if a question is spam using deep learning

Tech Stack: Python, Pandas, NumPy, SciKit-Learn, GloVe, NLTK, Keras, TensorFlow- 2.x.

14. Video Game Sales EDA & Prediction (Python)

Objective: To analyze the trend and predict the sales of video games on variety of consoles globally.

Tech Stack: Python, Pandas, NumPy, Seaborn, Sklearn, regression models, XG Boost, Jupyter Notebook.

Education

07-2013 - 06-2017 **Bachelor of Technology: Biotechnology**
Gandhi Institute of Engineering and Technology, Odisha
CGPA - 8.02

07-2011 - 06-2013 **Higher Secondary: Science**
Image College of Education, Bhubaneswar, Odisha

Certifications & Courses

09-2022 **Certified Data Analyst using SQL** (Edvancer Eduventures)
09-2022 **Certified Tableau Professional** (Edvancer Eduventures)
10-2022 **Certified Machine Learning Expert with Python** (Edvancer Eduventures)

Work Experience

**09-2017-11-2021 [Media Analyst, Financial Reporter]
Digital Nirvana Inc., Hyderabad, Telangana**

- As an analyst, I have worked on analyzing the data and built predictive models for US based clients from various industries with a better quality and under strict deadlines.

