

# Jaskaran Singh Kohli

Santa Clara, CA 95053

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## EDUCATION

**Santa Clara University, Leavey School of Business**

Santa Clara, CA

**Master of Science in Business Analytics**

December 2020

- Relevant Topics: Marketing Analytics, Python for Data Analytics , Machine Learning Algorithms , Econometrics.

**SRM Institute of Science and Technology**

Chennai, India

**Bachelor in Computer Science and Engineering**

May 2018

- Relevant Topics: DBMS, Data Mining, Business Environment, Text Mining, Calculus, Statistics and Probability.

## TECHNICAL SKILLS

- Business Analytics: Machine Learning, Regression Analysis ,Data Science in Marketing , Data Visualization.
- Programming Languages: Python, R, SQL,C++, Java.
- Libraries and Frameworks: Pandas, NumPy, Scikit-Learn , Matplotlib, Seaborn, NLTK.
- LinkedIn Learning Certifications: Google Analytics Essential Training, R Programming, Tableau Essential Training.

## EXPERIENCE

**Oracle**

Santa Clara , California

*Practicum Student*

January 2019 – Present

- Working with Oracle's Data Science & Advanced Analytics team to build a marketing campaign recommendation system and help sales reps and marketers decide what to do next .

**L&T Infotech**

Chennai, India

*Graduate Engineer Trainee*

August 2018-January 2019

- Work in a fast-paced agile development environment to quickly analyze, develop, and test potential use cases for the business.
- Interpreted, evaluated and interrelated research data and develop integrated business analyses and projections for incorporation into strategic decision-making .
- Work with the end-user to make sure the analytics transform data to knowledge in very focused and meaningful ways.
- Gathered the client requirements, prepared analysis and design documents, conducted feasibility study and provide technical solution to service/change requests.

**Gaurish Technologies**

Gwalior, India

*Software Development Intern*

June 2016-July 2016

- Hands-on experience on a Live Project SCHOOL GURU'S (School Management System used by more than 40 schools), developing and testing for validations.
- Analyzed data of more than 2500 students. Checked for anomalies using Normalization Standards.
- Performed anomaly resolution and cataloging of errors concerning new services with the testing team; resulted in a better performing product for the end user and helped make error correcting process more efficient.

**HCL Technologies Pvt. Ltd**

Chennai, India

*Intern*

June 2015-July 2015

- Implemented on ground Cisco Packet Transfer which is innovative and powerful networking simulation tool used for practice, discovery and troubleshooting.
- Created network topologies and imitate modern computer networks.
- Analyzed software hardware and network systems for various transmission systems.

## ACADEMIC PROJECTS

- **Movie Recommender Using R Shiny** : Developed a R Shiny Application to recommend the best 8 movies through analyzing user's ratings for the other 80 movies . Hosted the application online : <https://jocelynliang.shinyapps.io/MovieRecommender/>
- **Regression Analysis of Medical Expenditure Panel Survey** : Built a Multi Linear Regression model and integrated Instrument Variables to examine whether having private insurance makes people spend more or less on their medical expenses .

## ADDITIONAL INFORMATION

Interests: Tech Enthusiast, Travelling, Photography, Badminton.

Languages: English, Hindi, and Punjabi.

GitHub : [https://github.com/jkohli24/Analyst\\_Life](https://github.com/jkohli24/Analyst_Life)