

# Karan Ajay Pisay

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## WORK EXPERIENCE:

### Enterprise Applications Data Analyst

September 2023 - Present

#### Tri-County Electric Cooperative, Inc., Texas, USA

- Automated data extraction with **Alteryx** and crafted forecasting visualizations in **Tableau**, reduced energy procurement costs by 60%.
- Engineered high-accuracy Linear Regression models for power consumption forecasting, cutting resource wastage by 15%.
- Enhanced financial efficiency by 30% through ad-hoc analysis using **Python** and process optimization resulting in enterprise cost savings.
- Boosted resource reliability by **geospatially** plotting high consumption areas using GIS tools like Catalyst and Leaflet to identify patterns and potential problem zones and implemented fault-tolerant measures.
- Integrated data from various sources, including smart meters, SCADA systems, CIS, and FIS, into a unified **Azure data warehouse**.
- Collaborated with a cross-functional team for data collection and data cleaning using **SQL** and **Apache Spark**, ensuring high-quality data.

### Marketing Data Analyst

June 2023 - September 2023

#### LeveragAI, California, USA

- Established a monthly reporting mechanism utilizing **PowerBI** and DAX to produce Key Performance Indicator Dashboards (KPI), Management Reports, Comprehensive Financial Reports, and Year-end Projection Reports, to support strategic decision-making.
- Constructed **predictive models** to enhance targeting precision and analyze customer behavior, increasing campaign engagement by 25%.
- Leveraged data visualization and reporting tools like **AWS QuickSight** and pivots in **Excel** to deliver real-time campaign performance dashboards and engagement analytics, facilitating strategic decision-making and driving business intelligence.
- Partnered with cross-functional teams, leveraging communication skills and critical thinking to identify key metrics, optimize marketing strategies, and enhance customer acquisition by 15%.

### Data Engineer

July 2018 - June 2021

#### Triangular Automation Pvt Ltd, India

- Designed and implemented **ETL pipelines** by leveraging tools like **Apache Airflow** and **Apache Spark** to ingest, process, and store large volumes of customer credit data, ensured data governance, enhanced data integration and data quality by 40%.
- Created and refined **XGBoost** models for customer segmentation and predictive analytics, improving credit risk assessments and decision-making processes.
- Analyzed credit data to produce dashboards for ARR, MRR, and lead conversion, utilizing **data mining** techniques to provide insights.
- Conducted **feature engineering** to enhance credit scoring models and risk assessment processes, supporting strategic financial decisions and improving credit evaluation accuracy for leadership and stakeholders.
- Communicated analysis results to various management levels, summarizing key insights and recommendations.

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## EDUCATION:

### Master of Professional Studies in Data Science

August 2021 - May 2023

University of Maryland, Baltimore County, Baltimore, MD

### Bachelor of Engineering in Computer Science

August 2016 - June 2019

Pune University, India

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## TECHNICAL SKILLS:

**Programming Languages:** Python, R, Java, Scala, C++, JavaScript

**Database Technologies:** SQL, PostgreSQL, MySQL, NoSQL (MongoDB), AWS S3, Neptune, Big Query

**Statistical Analysis:** Hypothesis testing, Descriptive/Predictive Analytics, ANOVA, A/B Testing, Chi-Square

**Analytical Tools:** Alteryx, Microsoft Excel, Tableau, VBA, Power BI, Qlik, Splunk, Tableau Prep, Looker

**Machine Learning (AI/ML) Algorithms:** Regression, Classification, Clustering, Decision Trees, Random Forest, XGboost, KNN, LLM

**Data Processing:** Data Cleaning, Data Wrangling, Data Modelling, Feature engineering, Data normalization and scaling, ETL/ELT

**Libraries:** Pandas, Seaborn, NLTK, Beautiful Soup, Scrapy, OpenCV, Scikit-learn, PyTorch, TensorFlow, SQLAlchemy, Flask

**DevOps and Tools:** JIRA, CI/CD, Slack, Asana, HubSpot, Git, GitHub, Databricks, Workday, Snowflake, Ivanti, Dbeaver, SSMS, Docker

**Big Data Technologies and Cloud Platforms:** AWS, Apache Spark, Microsoft Azure, Google Cloud Platform (GCP), Hadoop

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## PROJECTS:

### **Real-time Sentiment Analysis on Cryptocurrency Market** | AWS (SageMaker, EMR, S3, Lambda), Python, PowerBI, LangChain

- Engineered a web application to preprocess and ingest data from Twitter and Google News, achieving a 91% accuracy rate with NLTK's VADER and fine-tuned BERT Transformer. Leveraged AWS SageMaker, EMR, and Lambda for efficient data handling and processing.
- Deployed advanced Natural Language Processing models and dynamic dashboards using AWS S3 and PowerBI, significantly enhancing the sentiment analysis and insights into cryptocurrency market trends.

### **Real-time Data Pipeline for Retail Analytics** | Apache Kafka, Apache Spark, PySpark, Python, MySQL(OLTP, OLAP), Tableau

- Designed and implemented a real-time data pipeline using Apache Kafka and Spark, ensuring seamless data ingestion, low-latency processing, and data storage in MySQL, resulting in a 70% improvement in data processing speeds.
- Created interactive Tableau dashboards for real-time retail analytics, enhancing decision-making, improving inventory management accuracy by 25%, and increasing overall sales by 10% through actionable insights into customer behavior and sales performance.

### **Automotive Customer Insights and Sales Forecasting** | Snowflake, Principal Component Analysis, CRISP-DM, EDA, Jupyter Notebook

- Conducted extensive time series analysis and feature engineering using Snowflake and Prophet, delivering actionable insights into customer behavior, vehicle preferences, and market trends, leading to a significant increase in customer retention and sales performance.

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## CERTIFICATIONS:

- PMI: Disciplined Agile SCRUM Master (DASM)
  - AWS Associate Solutions Architect
  - AWS Cloud Practitioner
  - Alteryx Machine Learning Fundamentals
  - Microsoft Essentials in Data Analysis
  - Certified Associate Project Management (CAPM)
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