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 used **Tableau** for forecasting visualizations, reducing energy procurement costs by 60%.
- Developed high-accuracy ML models for forecasting power consumption using real-time data, cutting resource wastage by 15%.
- Enhanced financial efficiency by 30% through ad-hoc analysis using **Python** and process optimization resulting in enterprise cost savings.
- Improved resource reliability by **geospatially** plotting high consumption areas, and by implementation of fault-tolerant measures.
- Collaborated with a cross-functional team for data collection and data cleaning using Excel and Apache Spark, ensuring high-quality data.

Marketing Data Analyst   June 2023 - September 2023
LeveragAI, California, USA
- Build **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 **Key Performance Indicator (KPI)** dashboards, and financial reports, facilitating strategic decision-making and driving business intelligence.
- Led CRM integration and adoption of marketing tools, automating processes, and achieving a 12% revenue growth in one quarter.
- Collaborated 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
- Engineered robust **ETL pipelines** with **PySpark** and **SQL** to process credit data, enhancing data integration and data quality by 40%.
- Created and maintained machine learning models for customer segmentation and predictive modeling, improving credit risk assessments.
- Built scalable data warehousing architectures on **AWS (Redshift, Glue)**, optimizing data storage and retrieval for credit risk evaluations.
- Conducted credit data analysis to determine ARR, MRR, and inbound lead conversion dashboards using data mining.
- Conducted **feature engineering** for optimizing the sales funnel and customer targeting decisions for the leadership and stakeholders.

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

TECHNICAL SKILLS:

- Programming Languages: Python (NumPy, Pandas, Scikit-learn, Keras, TensorFlow, PyTorch), SQL, R, SAS, JavaScript, HTML/CSS
- Databases: Microsoft SQL Server, PostgreSQL, Oracle, Snowflake, Neptune, DynamoDB, MongoDB, PL/SQL, NoSQL
- Machine Learning: Regression, Classification, Statistical Data Modelling, Clustering, Hypothesis Testing, A/B Testing, OpenCV
- BI Tools: SSMS, SSIS, Kubernetes, Databricks, Jupyter, Power BI, Tableau Prep, Streamlit, Looker, Qlik, Hugging Face Transformer
- Big Data and Cloud Computing: Apache Spark, Microsoft Azure, Google Cloud Platform (GCP), Cassandra, Hadoop
- Certifications: Alteryx Machine Learning Fundamentals, AWS Solution Architect, Certified Associate in Project Management (CAPM), Disciplined Agile SCRUM Master (DASM)

PROJECTS:

Real-time Sentiment Analysis on Cryptocurrency Market Trends | AWS (SageMaker, Kinesis), Apache Kafka, NLTK, BERT Transformer
- Constructed a real-time system to ingest and preprocess data from Twitter and Google News, achieving 91% accuracy with NLTK's VADER and fine-tuned BERT Transformer. Deployed Natural Language Processing models, and dashboards and used AWS S3 for storage.

Data Pipeline for E-commerce Analytics | AWS (Kinesis, Redshift, Lambda, Glue), TensorFlow, Google Cloud Platform (BigQuery)
- Designed a real-time data pipeline, reducing processing latency by 85%, increasing sales conversion rates by 15%, improving inventory management by 20%, and building dashboards that enhanced operational efficiency and strategic planning through big data analytics.

Automotive Customer Insights and Sales Forecasting | Snowflake, Feature Engineering, Scikit-Learn, Prophet (time series analytics)
- Engineered data analysis solution with time series analysis and feature engineering that provided actionable insights into customer behavior, vehicle preferences, and market patterns to increase customer retention, boost sales, and improve decision-making.