

# Karmanya Pathak

New York, NY, USA | karmanyap@gmail.com | [www.linkedin.com/in/karmanyapathak](https://www.linkedin.com/in/karmanyapathak)

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## PROFESSIONAL EXPERIENCE

**Cottage Hill Nursery, Mobile, AL USA – Data Analyst and Web Developer** Jan 2018 – Present

- Developed mobile-friendly e-commerce websites, led front-end web development and tracked team progress using Agile methodology
- Brainstorming design patterns and requirements of e-commerce websites (<https://www.cottagefarmsdirect.com/>) with key decision makers
- Designing the front-end using HTML5, CSS3, JavaScript and JS frameworks including jQuery in an MVC pattern
- Generating, monitoring and analyzing integrated marketing campaigns on social media, search engines, emails and partnered websites
- Creating a file validation and comparison system with Windows Form Application project in C#
- Working with ETL data management team to understand and reduce time complexity of front-end websites and dashboards

**Whole Yachts Inc, Pompano Beach, Florida, USA – Business Analyst** Jun 2017 – Jan 2018

- Established relationships with customers, documented their business requirements and translated them into strategic goals to be executed
- Identified and defined Key Performance Indicators to apply solutions on, track performance and create a success story using custom CRM
- Presented dashboards, KPIs and campaign reports to customers and business executives periodically and received customer feedback

**Fluke Corporation, Everett, WA, USA – Marketing Data and Analytics Coordinator** Mar 2017 – Jun 2017

- Utilized Salesforce, MS Dynamics, Eloqua and Excel to determine and track campaign metrics for marketing and sales teams
- Created, published and presented daily, weekly, monthly, and quarterly marketing and sales funnel reports using Domo to senior executives
- Performed in-depth campaign performance analysis based on KPIs to replicate processes of top performers in future campaigns

**Giftrends, Mumbai, India – Data Analyst** Jul 2014 – Jul 2015

- Analyzed historical trends in sales, customer retention and production capacity for our manufacturing plant for corporate gifting products
- Forecasted seasonal demands using statistical analysis in R leading to 5% increase in sales and an efficient inventory management system
- Created and presented periodic sales and forecast reports to higher executives; participated in action meetings post report meetings

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## EDUCATION

**Harrisburg University of Science and Technology, Harrisburg, PA** Jan 2020 – Dec 2021

**Master of Science in Analytics**

**Relevant Courses:** Analytical Methods, Analytics: Principles and Applications, Exploratory Data Analysis

**Robert H. Smith School of Business, University of Maryland, College Park, MD** Aug 2015 – Dec 2016

**Master of Science in Information Systems**

**Relevant Courses:** Big Data, Business Process Analysis, Data Mining & Predictive Analysis, Data Models & Decisions, DBMS

**University of Mumbai, Mumbai, India** Aug 2010 – May 2014

**Bachelor of Engineering in Information Technology**

- Published paper on 'Email Filtering and Analysis using Classification Algorithms' at 'International Journal of Computer Science Issues'

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## SOFTWARE SKILLS

- Technical Skills:** C++, CSS, HTML5, Java, JavaScript, jQuery, MSSQL SERVER, MySQL, SAS, VB, Wordpress
- Analytical Skills:** Excel, Google Analytics, Google AdWords, PowerBI, Python, R, SSRS, Stat Tools, Tableau
- Application Development Tools:** Salesforce, Visual Studio, Apache Tomcat

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## CERTIFICATIONS

- Data Visualization in R (Jul 2020), Introduction to the Tidyverse (May 2020), Data Manipulation with dplyr by DataCamp (May 2020)
- Introduction to R by DataCamp (Mar 2020), Intermediate R by DataCamp (Mar 2020)
- 10 hours of The Complete Financial Analyst Course 2020 by 365 Careers on Udemy (Mar 2020)
- Web Scraping in Python by DataCamp (Apr 2019)
- Introduction to Python by DataCamp (Mar 2019)
- SAS Certified Base Programmer for SAS 9 (Sep 2017)

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## ACADEMIC PROJECTS

**Predicting fatal US Interstate car accidents – R Programming** Jan 2020 – Apr 2020

- Merged US roads monthly fatal accident data for 2018 into a single data frame using R programming in R Studio
- Visualized the correlation between all the variables using ggplot2 visualization packages
- Discovered that age, time, day and travel speed compared to speed limit play important factors in predicting fatal accidents on US interstates
- Tested our general linear model using training data (75%) on test data (25%) to predict fatal accidents with 66% accuracy

**Analysis of CitiBike's bike sharing usage – R Programming** Jan 2020 – Apr 2020

- Merged monthly bike rental data for Q1 2020 into a single data frame with around 3.5 million bike rentals using R
- Filtered out inaccuracies and outliers; transformed and manipulated data using dplyr for better data analysis of users and trips
- Performed Exploratory Data Analysis to understand the bike rental trends for daily customers and annual membership subscribers
- Discovered and visualized daily customers rent around tourist locations, annual subscribers rent between work and public transportation

**Predicting demand for Capital Bikeshare – R Programming, Python, AWS, Excel**

Aug 2016 – Dec 2016

- Cleaned data containing information of individual bike renting activities using pySpark on AWS EMR
- Merged above data with weather data on AWS s3 and performed descriptive analytics on AWS Spark, Databricks, R, Python, and Excel
- Predicted demand at each station on AWS Spark Cluster built on Databricks

**Predicting 2016 US Primary Election – R Programming, Tableau**

Jan 2016 – May 2016

- Performed data analysis in R to predict a person's probability to choose a 2016 presidential candidate based on the person's demographic
- Predicted and visualized the winner of each state on a map using Tableau
- Generated the predictive models using linear regression, logistic regression and tree modelling in R

**Online Video Rental Store – Database Management Systems, C#**

Aug 2015 – Dec 2015

- Constructed a video rental store with SQL Developer and Visual Studio C# consisting of over 50 movies in the database
- Built UI for the video rental store application allowing customers to create accounts, query video databases and rent videos for a fee
- Built UI for the employees to query customers and their historic and current video rentals