Aditya Goenka

aditya9704@gmail.com
+91-7838435917
www.linkedin.com/in/adityagoenka5

CAREER SYNOPSIS

A professional with more than **1+ years** of experience putting Analytical Skills in form of data management, and data analysis. Well-honed Background in Data Analytics using R and Python with strong desire to work in the field of Data Science.

KEY SKILLS

R | Python | Tableau | Advanced Excel | VBA | SQL

- **Analytical techniques:** Regression (Linear), Classification (Logistic Regression), Segmentation and Clustering (RFM, K-Means), Time Series Forecasting, Machine Learning techniques (Decision trees, Ensemble learning, KNN, SVM and Naïve Bayes, ANN, Text Mining.
- **Applications:** Exploratory Data Analysis, Predictive modelling, Visualization, creation of dynamic dashboards & Reports, Data preparation, basic statistics and statistical methods etc.

WORK EXPERIENCE

IndiGo, Gurgaon
Oct, 2021 - Present

Analyst

Key responsibilities

It involves managing daily operational processes like Demand Forecast (short and long term), Inventory Allocation and Pricing, Overbooking and Yield Maximization. Delivering Revenue Management projects involve ability to structure real-life problems and arrive at solutions based on facts and logics. Currently handling predictive analytics, algorithm development, dashboard creation and modelling to create assumptions based on historical data and testing thresholds to predict future performance.

CERTIFICATIONS

- Data Science 360 | AnalytixLabs | Bangalore
- IBM Certification Courses
  - Data analysis with python
  - Data Visualization with Python
  - Machine Learning with Python
  - Using R with Databases
  - Machine Learning with R

RECENT PROJECTS

Project 1: Forecast Enhancements

Description: Develop new forecasts methodology capable of handling dynamic demand patterns statistically without any manual effort by including important factors which affect demand like Fares, industry capacity, holiday pre-post effects, etc.

Analytics Tools: R

Analytics Technique: Forecasting (Stepwise Regression), Segmentation (K-means Clustering)

Project 2: Predicting Passenger no-shows at Flight Level
Description: Develop new no-show model to replace the existing average methodology which includes important factors such as time of flight, day of flight, nature of flight (leisure, business), holiday pre-post effects, etc. which accurately predicts the no-shows to be used in overbooking.
Analytics Tools: Python **Analytics Technique:** Forecasting (Piecewise Regression)

Project 3: Overbooking & Yield Maximization
Description: Maximize the revenue of the flight by selling more seats than the capacity of the aircraft against no-show passengers. Flights to overbook are targeted using our forecast and no-show model. Number of seats to overbook are restricted by business logics to minimize the number of denied boardings.
Analytics Tools: R **Analytics Technique:** Optimization

ACADEMIC PROJECTS

Project 1: Marketing Insights for E-Commerce Company
Description: The Objective of this project is to get marketing insights from the data to define marketing strategies going forward.
Analytics Tools: Excel, Python **Analytics Technique:** Exploratory Data Analysis, Classification, Segmentation, Market Basket Analysis, Cohort Analysis

Project 2: Recommendation System for Online Retail Data
Description: Objective of this project is to see how the different combinations of products sell together in various countries.
Analytics Tools: Excel, Python **Analytics Technique:** Recommendation Engine (MBA)

Project 3: Movie Recommendations
Description: Objective of the project is to find the similar movies (item-item similarity) & Similar users based on the viewing patterns, ratings etc. (user-user similarity)
Analytics Tools: Excel, Python **Analytics Technique:** Recommendation Engine (collaborative filtering)

Project 4: Text analysis of Yelp reviews (Predicting star rating of Yelp reviews)
Description: Objective of the project is to predict star rating for each review using the comments reviews posted by users on Yelp for a fictitious area “Phoenix”.
Analytics Tools: Python **Analytics Technique:** Text Mining (Multinomial Logistic Regression, KNN, Naïve Bayes)

EDUCATION

- Bachelor's Degree in Mechanical & Automation Engineering from IP University 2016-2020 (Scored: 86%)
- CBSE XII, SRDAV Public School, Delhi, India, 2014-2015, (Scored: 74%)
- CBSE X, SRDAV Public School, Delhi, India, 2012-2013, (CGPA: 7.2)