



Overview

My portfolio highlights a diverse blend of technical proficiencies, including **data science**, **machine learning**, **metadata systems**, and **content analytics**. The work showcases real-world applications of tools like **Python**, **SQL**, **Tableau**, **SAS**, **SPSS**, and **GIS** in both business and academic contexts. These projects are tailor-made for impactful roles in **content intelligence**, **data analytics**, and **live operations workflows**.

Key Focus Areas

1. Content Classification & Metadata Tagging

- Leveraging **Python** and **SPSS** for structuring, labeling, and analyzing unstructured datasets.
- Automating tagging systems to improve data **traceability** and **discoverability**.

2. Machine Learning & Recommendation Systems

- Implemented clustering models (e.g., **K-Means**), classification techniques (e.g., **SVM, Random Forest**), and **content-based recommendation engines**.

3. Dashboarding & Visualization

- Created interactive **Tableau** and **Power BI dashboards** for monitoring KPIs and visualizing performance trends.
- Designed ETL workflows with **Tableau Prep**.

4. Statistical Modeling & Time Series Analysis

- Conducted regression analyses and **time series visualization** using **SAS** to evaluate trends in automotive, wage, and stock datasets.

5. SQL & Data Warehousing

- Developed advanced **T-SQL queries** on AdventureWorks data for reporting sales metrics.
- Delivered clean, **PDF-driven outputs** from query results.

6. SPSS Modeler Streams

- Streamlined predictive models for **banking segmentation, basket analysis, and spam detection**.
- Worked on medical classification datasets for impactful insights.

7. GIS & Spatial Data Projects

- Tagged **lunar site coordinates** using spatial data platforms like **Google Earth** and **QGIS**.
- Visualized geo-analysis trends for behavior tagging projects.

Portfolio Strengths

- **Real-world readiness:** Applies industry-standard tools and methodologies.
- **Innovative metadata systems:** Drives discoverability and content automation.
- **Strong storytelling:** Combines visuals and technical expertise effectively.
- **Deliverables include:** Dashboards, code scripts, academic reports, and structured data backups.