

LEAD DATA ANALYST

Experience

09/2019 to Current

Bickford Senior Living – Marion

- 600+ hours of hands-on curriculum, with 1:1 Data Scientist mentor oversight, and completion of 2 in-depth capstone projects mentioned below.
- Mastered skills in Python, SQL, data analysis, hypothesis testing, machine learning, NLP and Deep Learning.
- Project 1 - Sentiment Analysis of Yelp Dataset Reviews (NLP): Classification of the intent of a user review into positive and negative along with identifying the polarity of the review.
- Developed a LSTM based classifier using python and tensorflow with keras API.
- Achieved the best accuracy of 93% by the LSTM model, compared to 90% by a CNN model and 75% by a baseline naive-bayes model.
- Tracked the accuracy and loss using tensorboard and visualised data using matplotlib and seaborn in python.
- Project 2: Risk Analysis of Lending Club dataset and suggestions to the lenders for a better investment plan: Developed a random forest model to predict the risk category of loans taken from LendingClub.
- Achieved the best accuracy of 91.20% using the random forest model (precision = 0.92), compared to 68% (precision = 0.7) by a KNN classifier baseline model.

Lead Data Analyst , 07/2018 to 02/2019

Advantagecare Physicians – East Syracuse

- Conducted Multivariate analysis and A/B testing using Python for adding multiple features to the SyndMobile android app (1M+ downloads).
- Analyzed marketing campaigns to reduce customer acquisition cost by 8% using Principal Component Analysis and MANOVA in Python.
- Analyzed the data using MySQL and Tableau for marketing analytics in order to calculate ROI of marketing expenses.
- Worked in a very fast paced dynamic environment while supervising a 16 member team overlooking all operational aspects including credits and advances, customer service, cash management, foreign exchange management, administration and sales.
- Analyzed the financial reports and credit exposure of Retail and Business Loan customers with an exposure above 100,000 US Dollars in MySQL and Tableau, to regularly revise their credit limits.
- Analyzed existing customer's account information along with their relationship data with other financial institutions and used Churn Model to provide recommendations for reducing the churn.

Data Analyst , 05/2015 to 07/2018

Denver

- Developed ETL pipelines in Python, for collecting data from multiple sources and transforming them into an aggregate table in MySQL, for powering Tableau dashboards and statistical analysis.
- Worked with the marketing and sales managers and created dashboards using Tableau and MySQL to track leads for effective management of resources.
- Work on various ad hoc requests along with several cross functional and globally distributed teams.
- Build various KPI dashboards using Tableau such as change in the sales figure, preference of the customer and utilization of different products based on the location and different customer segments.
- Performed risk analysis (logistic regression) of existing credit card customers, in python, to recognize high risk and high value accounts for adjusting the sanctioned credit limit.
- Quickly learned new internal softwares (Risk Assessment Model, Monthly Monitoring of Report, Flexcube Corporate (Oracle)).

Work History

09/2019 to Current

Company Name – City

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Accomplishments

- Major Project: Statistical Analysis of Employee Empowerment in Jayem Manufacturing Company (Industrial Project): Performed descriptive analysis to identify the attributes and find the correlation between the factors affecting employee empowerment in the company (response collected from 100 employees).
- Used Karl Pearson's Coefficient and Chi-Square test to test 6 hypotheses and find correlation between the attributes.
- Secured 2nd position out of 20 teams in a regional college level Robotics competition named Zealicon.

Education

Python for Data Science - Certification from Coursera. Tableau Essential Training - Certification from LinkedIn Learning. Advanced SQL for Data Scientists - Certification from LinkedIn Learning. JAIIB(Junior Associate of the Indian Institute of the Bankers) certified within 5 months of joining the organisation JSS Academy of Technical Education

a) Principles & Practices of Banking b)Accounting & Finance for Banker c) Legal & Regulatory Aspects of Banking.

Bachelor of Technology : Manufacturing Technology summa cum laude, GPA: 4.0/4.0

Summary

Data Analytics professional with 4+ years of experience in analyzing and interpreting data to provide business solutions. Proficient in SQL, Python, Machine Learning, Statistical Analysis and Deep Learning (NLP) techniques. Proven leadership skills with a track record of managing a group of 16 people overlooking 6 departments.

Highlights

- Data Visualization, Data Mining, Predictive Analysis, Statistical Analysis.
- PROGRAMMING LANGUAGES: Python, SQL.
- DATA SCIENCE LIBRARIES: Numpy, Pandas, Tensorflow, Matplotlib, Scipy, Nltk, Keras, PySpark, Tensorboard.
- TOOLS: Tableau, Postgresql, MySQL, Hive/Hadoop.
- Accounting, Statistical Analysis
- Ad, Supervising
- API, Tableau
- Banking
- C
- Cash management
- Credit
- Customer service
- DATA ANALYSIS

- Data Mining
- Data Visualization
- ETL
- Fast
- Features
- Finance
- Financial
- Financial reports
- Foreign exchange
- Functional
- Legal
- Machine learning
- Marketing
- Marketing and sales
- Mentor
- MySQL
- NLP
- Oracle
- Postgresql
- Predict
- PROGRAMMING
- Python
- Retail
- Risk Analysis
- Risk Assessment
- Sales
- SQL

Skills

- Data Visualization, Data Mining, Predictive Analysis, Statistical Analysis.
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- TOOLS: Tableau, Postgresql, MySQL, Hive/Hadoop.
- Accounting, ad, API, Banking, c, cash management, credit, customer service, DATA ANALYSIS, Data Mining, Data Visualization, ETL, fast, features, Finance, financial, financial reports, foreign exchange, functional, Legal, machine learning, marketing, marketing and sales, mentor, MySQL, NLP, Oracle, Postgresql, predict, PROGRAMMING, Python, Retail, Risk Analysis, Risk Assessment, sales, SQL, Statistical Analysis, supervising, Tableau