

Neelansh Visen

647-901-2542 | neelvisen@gmail.com | https://neelvisen.github.io/Neelansh_Portfolio | <https://github.com/neelvisen>

SKILLS

Languages: Python | R | SQL (MySQL, BigQuery) | LookML | Processing.js

Tools and Technologies: Excel | Looker | Tableau | Git (GitHub, GitLab) | Adobe Analytics | dbt

IDEs/Platforms: VSCode | RStudio | Jupyter | Google Cloud Platform | Atlassian (Confluence, JIRA)

EDUCATION

University of Toronto - St. George

September 2017 - June 2021

Honours Bachelor of Science | *Economics, Mathematics, and Statistics*

- Extracurriculars: Sports Analytics Club, Intramural Basketball, Soccer, and Flag-Football

PROFESSIONAL EXPERIENCE

Marketing Intelligence Analyst Co-op

September 2021 - Present

Loblaw Digital | *Toronto, ON*

- Created a Looker dashboard to measure the impact of a customer's online behavior on their in-store purchases for Home & Entertainment items
- Built a Jupyter notebook to assess the impact of increased display spending on demand generation
- Developed an Excel workbook to evaluate a customer's propensity to shop online for Joe Fresh products

Entity Intent Judge/Maps Analyst

May 2019 - August 2020

Lionbridge Technologies | *Toronto, ON*

- Assessed and provided feedback on user queries, web pages, image data, and map images generated by internet browsers to boost search results accuracy

Project Manager

May 2018 - August 2018

College Pro Painters | *Winnipeg, MB*

- Led the production of 12 residential painting projects, generating over \$20000 in franchise revenue
- Constructed Google sheets to track business expenditures, saving the franchise more than \$1000 in tax write-offs and insurance claims
- Emphasized root cause analysis and resource forecasting in the painting industry, reducing crew expenses and job site waste production by 20%

PERSONAL PROJECTS

Yelp Business Reviews

March 2021

Python (Pandas, Matplotlib, Plotly, GeoPandas, Beautiful Soup) | <https://bit.ly/30T9inu>

- Designed an EDA of Toronto businesses featuring GIS and web-scraped data

Premier League xG Model

December 2020

R (Dplyr, Ggplot2, TidyR, Readr) | <https://bit.ly/3cGdJY9>

- Built an expected goals Monte Carlo simulation to predict the 20-21 EPL Season

Toronto Apartment Ratings

September 2020

R (Dplyr, Ggplot2, Blogdown) | <https://bit.ly/38QNaYf>

- Analyzed apartment ratings based on lobby features, hosted on a Netlify website