NIHARIKA YOGESH APTE

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PROFESSIONAL SUMMARY

- Data Professional with 3+ years of relevant industrial experience in the analytics domain. Passionate to help businesses grow and make decisions through consolidated analytics, effective visualization and creative story-telling.
- Having hands-on experience in SQL, R, Python, Statistics, Machine Learning, Data Mining, Data Modeling and Tableau

EDUCATION

University of Illinois at Chicago, Liautaud Graduate School of Business	Aug 2019- Expected May 2021
Master of Science (MS) in Management Information Systems	GPA: 3.86
University of Mumbai	Aug 2012-May 2016
Bachelor of Engineering (BE) in Electronics	GPA: 3.5

WORK EXPERIENCE

Campbell and Company | Capstone Data Science Intern   Aug 2020-Dec 2020
Non-profit consulting, Marketing and Advertising   *Chicago, IL*

- Combined, analyzed and preprocessed data and performed data investigation, integration, cleansing and transformation.
- Developed engagement score prediction model with a F1 score of 76 % using advanced **machine learning** models to predict the engagement score of donors from 40000+ records of donor involvement data.
- Recommended marketing solutions to increase sales and retained top 10% customers to prepare solicitation

MIRACLE Online Bookstore | Data Analyst Intern | E-commerce   Mar 2020-May 2020

- Performed analysis in google analytics and google tag manager using sales data with 1000+ transactions by building visualizations to analyze book sales.
- Gathered data and tracked the online web traffic of the website through different KPI's like click- through rate, landing pages etc.
- Suggested ways to improve the web design and devised solutions for the client to make better marketing decisions.
- Increased inventory by 50% by researching various illnesses and disabilities and book titles relevant to these categories

Accenture | Data Analyst   **Nov 2016-Aug 2019**
Tech, entertainment and Mass Media   *Mumbai, India*

- Identified opportunities for increasing revenue worth $20000+ by analyzing Client Company's reach across consumer segments
- Prepared complex ad-hoc reports and performed data analysis to monitor Top 10 shows across 20+ channels using **Tableau**
- Collaborated with data engineering team to work on Oracle databases to extract and collect data by writing **SQL** query.
- Developed automated complex **ETL** data pipelines in **Informatica Power Center** to extract and clean data to select 200+ KPI's
- Facilitated meetings to collect and document business requirements and interpreted project performance metrics.

ACADEMIC PROJECTS

Prediction of Black Friday sales using Big Data, PySpark and Python   Aug 2020- Dec 2020

- Performed exploratory data analysis and developed insights on Black Friday sales dataset having 550068 rows and 12 columns
- Built 3 machine learning models - **Linear, KNN and Decision Tree Regression** and evaluated them on their performance metrics
- Used **Seaborn** and **matplotlib** to create effective visualizations to emphasize results and suggested ways to improve sales

Used Car Price Estimator using Python, AWS   Aug 2020- Dec 2020

- Designed and developed a car price estimation app to estimate the prices of old and used cars based on their mileage, MPG ,year
- Created a machine learning predictive model to estimate car prices in Python and built UI using Streamlit(web-based framework)
- Deployed the complete solution on **Amazon EC2** (AWS) through a Linux server , puTTY and puTTYgen.

Predicting Earning Manipulation by Indian firms (Harvard Case) using R   Jan 2020- May 2020

- Analyzed the case data to understand manipulations and performed exploration and feature selection, class balancing using SMOTE, upscale, etc. and performed predictive analysis by developing **supervised learning models like random forest**, etc.
- Evaluated the best model on the basis of confusion matrix, cost-based method etc. and developed a model with 89% accuracy

Food Management System using Java, SQLite   Jan 2020- May 2020

- Developed a GUI using **Eclipse IDE** and integrated and fetched data from **SQLite** to create a system that can be used by cashiers
- Performed analysis to generate insights on customer data by extracting the data from SQLite into **Excel,** Tableau

SKILLS

Scripting: SQL, Stored Procedures, R, Python, Hadoop MapReduce, PySpark, scikit-learn, numpy, pandas, Java
Visualization tools: Tableau, SAP Business Objects, Power BI, Google Analytics, Matplotlib, ggplot, Seaborn
Statistics: Hypothesis testing (ANOVA etc.), Descriptive statistics, A/B Testing, Probability distributions, Regression analysis
Cloud platforms: Amazon Web services (EC2, S3, Lambda), Microsoft Azure
Productivity: MS Office, MS Excel (V-LOOKUP, PIVOT), SDLC, Agile methodology, Business Strategy and Analysis
ETL: Informatica Power Center, SQL Server Management Studio
Databases: MySQL, Oracle

CERTIFICATIONS

Tableau Desktop Specialist, Advanced Google Analytics (Google Analytics Academy), AWS Services [2021] (Udemy)