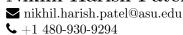
## Nikhil Harish Patel



# **E**XPERIENCE

Tempe, AZ

in /nikhil-harish-patel

nikhilharishpatel

## Arizona State University

Data Analyst

Sep 2020 – Present

- o Database Management & Presenting Actionable Insights:
  - 1. Implementing analytical solutions for a large funded research project to optimize data collection strategies and reduce the dataset curation effort by over 10%.
  - 2. Text data analysis for customer sentiments and ETL pipeline management for social media platforms.
  - 3. Enforcing checks and balances to ensure data integrity with feature engineering to improve existing NLP models.
  - 4. Visualizing correlation between user activities and promotional offers using Tableau and deriving actionable insights.

#### CrossNibble Technologies Private Limited

Mumbai, India

Jul 2018 - Jul 2019

Senior Data Analyst

- $\circ \ \ \mathbf{Database} \ \ \mathbf{Management} \text{: Ideated and implemented new DB processes along with fine-tuning existing processes:}$
- 1. Coarse to fine-grained exploratory and explanatory analysis of customer feedback with quality checks.
- 2. Optimized SQL and removed ETL bottlenecks resulting in a 40% reduction in system latency.
- o Marketing Data Analysis & Reporting: Extensive exposure to marketing data & integrated cloud solutions:
  - 1. Developed the go-to-market plan to redesign an educational product after extensive market research.
  - 2. Designed and implemented A/B tests for cross-selling complementary products based on customer buying habits which increased the revenue by 10% MoM (100k INR).
  - 3. Analyzed customer communications using Google Marketing Solutions to understand conversion funnel and improved open rates of promotional Emails and SMSes by over 15%.
  - 4. Presented actionable insights to stakeholders via dashboards and storytelling using Tableau and Google Analytics.
- **Team Management**: Scrum Master for a large-scale Agile project and managed a team of 5 personnel in a Matrix system. Elicited product requirements and oversaw the development of analytical solutions.

Accenture

Mumbai, India

Senior Analyst

Jun 2015 – Jul 2018

o Energy Data Communication:

Created minimalistic client-side interface to transmit meter data payload for a major energy provider in the UK:

- 1. Involved in the design, development, and automated testing of the project since its inception.
- 2. Automated version monitoring through an SQL utility to highlight code differences reducing the release cycle time by 70%.
- 3. Enhanced the  $\mathrm{UI}/\mathrm{UX}$  modules and propounded actionable insights by analyzing and gauging public reaction about the client from social media platforms like Twitter.
- 4. Sentiment analysis and topic modeling of the social media data to identify negative feedback and areas of improvement.
- 5. Automated appointment scheduling for meter servicing as part of customer care.

#### ▲ Projects

- Supply Chain Analytics (Python & EDI files): Minimum Viable Product(MVP) that analyzes transactions, SKUs, and bills of lading to optimize inventory restocking according to lead time and increase the CLV via market basket analysis.
- Stock Market Analysis (Python): Technical analysis of stock prices to calculate Moving Averages, Relative Strength Index, and Volatility to provide appropriate exit points based on the current market trend.
- Cuisine Recommender System (Python): Analyzing customer order history and restaurant menu to recommend relevant dishes to the user by applying latent factor collaborative filtering (TF-IDF Vectorizer) to increase the customer basket value.
- Web crawler (Python, Selenium): Iteratively scrapes metadata, text and videos from webpages starting from a given URL.

**E**DUCATION

## Arizona State University

Tempe, AZ

Master's in Information Systems Management; GPA: 3.97

Aug 2019 - Jul 2020

o Courses: Info. Enabled Business Modeling, Data Mining, Business Data Visualization, Business Intelligence

## University of Mumbai

Mumbai, India

Bachelor of Engineering in Information Technology; First Class

 $Aug\ 2011-May\ 2015$ 

o Courses: Data Warehousing, Data Structures & Algorithms, Database Management, Object–Oriented Analysis

### TECHNICAL SKILLS & CERTIFICATIONS

- Languages: Python, Java, Unix Shell Scripting, MATLAB
- Frameworks: Pandas, Scikit-Learn, Matplotlib, NumPy, NLTK
- Databases/Tools: SQL, MongoDB, Hadoop, Google Analytics, Tableau, PowerBI, Apache Spark
- Software Product Management by University of Alberta

Apr 2021

• Google Analytics for Beginners by Google Analytics Academy

May 2021