Nikhil Harish Patel

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💼 EXPERIENCE

Arizona State University — Tempe, AZ
Data Analyst — Sep 2020 – Present

- **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
Senior Data Analyst — Jul 2018 – Jul 2019

- **Database Management**: 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.
- **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

- **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 UI/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.

🎓 EDUCATION

Arizona State University — Tempe, AZ
Master's in Information Systems Management; GPA: 3.97 — Aug 2019 – Jul 2020

- **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

- **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*