N Desai
DATA ANALYST

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PortFolio | Github
VISA: STAMP 1 (Eligible to work immediately)

Summary

Data Analyst with 1+ year of professional experience and a master's in data analytics, combining strong business acumen with a growing skillset in machine learning. Proficient in Python, SQL, and Power BI, with demonstrated impact in content strategy and retail analytics. Adept at building dashboards, automating workflows, and developing predictive models to support data-driven decisions. Seeking roles across Data Science, Machine Learning, or Analytics in Ireland, with the ability to contribute from day one.

Experience

Data Analyst | Indian Print   **Jan 2020 – July 2021**

- Analysed readership and subscriber data to identify trends and optimize content strategies, improving user engagement.
- Developed an XGBoost-based time series model to predict peak user engagement, improving campaign targeting accuracy by 15% through EDA and feature engineering.
- Created dynamic dashboards and automated reports using Power BI, and Python to provide actionable insights for stakeholders.
- Performed data extraction, cleaning, and modelling on large datasets using SQL and Python.
- Built classification and regression models for DMart's retail analytics, enabling personalized discount strategies and product optimization with 80%+ F1-score.
- Utilized Google Analytics to monitor digital platform performance and guide business decisions.
- Collaborated with cross-functional teams on A/B testing to improve content conversion and retention.

Skills

- **Programming/scripting languages:** Python (Pandas, NumPy, Scikit-learn), R (Basic), SQL
- **Data Visualization:** Power BI, Tableau, Matplotlib, Seaborn, Microsoft SPSS
- **Databases:** MySQL, MongoDB, PostgreSQL, Oracle
- **Tools & Technologies:** MS Excel, MS Office (Presentation), Jira, GitHub, Postman, Microsoft 365
- **Core Competencies:** Exploratory Data Analysis (EDA), Data Cleaning, Predictive Modeling, Feature Engineering, Workflow Automation, Agile Methodology, Business Intelligence, Client Collaboration
- **Soft Skills:** Analytical Thinking, Problem-solving, Communication, Team Collaboration, Stakeholder Engagement, Adaptability, Time Management

EDUCATION

Master of Science in Data Analytics, National College of Ireland   **Sep '21 — Aug '22 Dublin, Ireland**

- Second-class Class honours (2:1)
- Relevant Coursework: Business Intelligence, Data Mining and Machine Learning, Domain Application of Predictive Analysis, Statistics, Database Analytical Programming, Modelling, Simulation, and Optimization.
- Identifying different seafood species using image recognition & deep learning algorithms(Deep Learning, Mobilenet_v2, VGG16, Fine-tuning, etc.

Bachelor of Science in Information Technology (GPA: 8.5)   **Jul '17 — '20 Mumbai, India**

- Graduated with Distinction 8.5 CGPA
- Relevant Coursework: Python, C++, Java, JavaScript, Linux, Business Process Management, Digital Electronics, IoT, Microprocessor Architecture, Embedded Systems, Software Engineering, Computer Networks, Data Structures, DBMS, Mobile Programming, Artificial Intelligence.

Certifications

- Microsoft Technology Associate - **Introduction to Programming using Python Microsoft**
- Microsoft Technology Associate - **Introduction to Programming using JavaScript Microsoft**
- Google Analytics Academy – **Google Analytics for Beginners**
- Google Analytics Academy – **Advanced Google Analytics**

Additional Technical Certifications

- **Java SE 11 Developer (1Z0-819**): Java 11 OCP Advanced Fortray
- Ongoing **CCNA** Cisco Certified Network Associate Cisco
- Modern Desktop Administrator Associate**: MD-100** (Fortray)
- Microsoft endpoint administrator-Exam Code (**MD-102**) Fortray

Projects

- **Implementation of Business Intelligence and Business Analytics on Zomato**. (Developed dashboards and balanced score sheets which are used for demonstrating all the measure areas of Zomato across the world using Power BI and CRM)
- **Application of machine learning algorithms in house price prediction. (**Applied 7 ML algorithms on 3 different datasets of Airbnb using R; Random Forest, Logistic regression, Decision tree, SVM, KNN)
- **United States E-Commerce retail sales prediction** {Predicted the sales with the highest accuracy for next 4 months using Time Series analysis. (ARIMA, SARIMA)}
- **Customer segmentation analysis using K-Mean Clustering**. Perform exploratory data analysis on various columns of a dataset

Leadership Experience

Head of Student Council   **2018 – 2020**

- Led planning and execution of 50+ large-scale events, managing cross-functional teams of 50+ members
- Oversaw budgeting, logistics, and coordination for audiences of 5000+ attendees
- Acted as key liaison between students and faculty, ensuring effective stakeholder communication and smooth operations
- Developed strong skills in team leadership, time management, and data-driven decision-making under pressure