OM BHANDARKAR

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EDUCATION

RTMNU University — Nagpur, Maharashtra
Bachelor of Computer Science and Technology — *Aug. 2019 – May 2023*

EXPERIENCE

Cloudlead Technologies Pvt. Ltd — Nov. 2024 – Present
Data Analyst — *Pune , Maharashtra*
* Analyzed large-scale scraped marketing datasets using Python and SQL to uncover patterns in user engagement and lead conversion
* Performed data cleaning, preprocessing, and feature-level analysis on lead datasets stored in MongoDB
* Built interactive Power BI dashboards to monitor KPIs, funnel performance, and campaign ROI
* Applied statistical analysis to evaluate campaign effectiveness and support data-driven decision-making
* Collaborated with business teams to translate analytical insights into actionable strategies

Maxgen Technologies — May. 2024 – Nov. 2024
Data Science Intern — *Pune, Maharashtra*
* Conducted exploratory data analysis (EDA) and data visualization using Python and SQL
* Prepared datasets through cleaning, transformation, and feature engineering for analytical and ML workflows
* Automated recurring analytical reports, reducing manual reporting effort by 30%
* Developed Power BI dashboards to track business and operational performance metrics
* Supported basic machine learning experiments and model evaluation for predictive analysis

PROJECTS

Lead Data Management & Email Campaign Analytics | *Python, MongoDB, Power BI*
· Developed an end-to-end pipeline to scrape, clean, validate, and store marketing lead data
· Designed Power BI dashboards to monitor email open rates, bounce rates, and campaign ROI
· Performed data quality analysis to improve lead quality and email deliverability by 25%
· Generated actionable insights to support data-driven marketing decisions

Retail Data Analysis & Customer Segmentation | *Power BI, SQL, Python*
· Performed RFM analysis to segment customers and identify high-value customer groups
· Analyzed retail sales data using SQL and Python to uncover purchasing patterns and trends
· Automated recurring sales reports and visualized insights using Power BI dashboards
· Enabled targeted marketing and sales optimization through data-driven insights

TECHNICAL SKILLS

Programming & Databases: Python, SQL, MongoDB
Data Visualization & BI: Power BI, Tableau, Excel
Analytics & Modeling: Data Cleaning, ETL, Exploratory Data Analysis (EDA), Predictive Modeling, A/B Testing
Libraries: Pandas, NumPy, Matplotlib, Seaborn
Tools & Platforms: Git, Jupyter Notebook, VS Code, Anaconda, Linux

CERTIFICATIONS

Artificial Intelligence: 360DigiTMG in association with SUNY
Business And Data Analytics: skillsetmaster
Machine Learning: 360DigiTMG