

Manan Patel

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Education: University of North Florida, Bachelor of Science

Email: mdpatel17@gmail.com

Disability: Hard-of-Hearing

Status: US Citizen

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Summary:

Business Data Analyst Brand Strategy Manager which includes Data Analysis, Dashboard development, Report & Design, Development and Implementation of BI/Data Warehousing, Web-based Applications and Database projects using Tableau, Python, Power BI, Google Analytics, Alteryx, Data Strategy, working with content creation teams, front end developers, back end engineers and stakeholders to define scope, create and drive project schedules, estimates timing and resources needs, tracks milestones and deliverables.

Skills:

- SQL, Python, HTML/CSS, Data Structure & Algorithm, Database Manipulation, Visualization, Data Munging, Statistical Methods, Git, Product Management, Marketing, Forecasting, Trend Analysis, Written Communication, Business Analysis, Drive Results, Reporting & Analysis, Flow Chart, Business Requirements, Agile & Waterfall Methodologies, time-series analytics. Ability to follow through on issues, make informed decisions that comply with policies and procedures, complete tasks, solve problems, develop and maintain collaborative relationship throughout the organization, and within teams.

Certifications:

- Data Science with Python (*Bootcamp Weltec Institute, India*)
- Data Science & Machine Learning with Python (*Udemy, Perian Data*)
- Django + Flask with Python (*Udemy, Perian Data*)
- SQL & Python Bootcamps (*Udemy, Perian Data*)

Professional Experience:

Director of Communications

Indo-US Chamber of Commerce, Jacksonville, Florida

July 2019 – Present

- Managed relationships with local business leaders and attended community meetings and events on behalf of the President and Board Chairman. Communicated the organization's mission/image to internal and external publics.
- Participates in and leads requirement gathering sessions
- Acts as a liaison between the business units and technology teams
- ***Used HTML, CSS, Wordpress, Affinity Designer, Paypal Integration with HTML/CSS, Bootstrap to provide new logos, front-end website with backend database and payment system.***

Dev/Data Analyst Admin (Internship)

SonaMate, South Brunswick, New Jersey

May 2019 - Jul 2019

- Implemented InfluxDB, and Grafana for metrics, system telemetry, and time series analytics.
- Set up the collected daemon process in own machine, so that it can collect data and analytics from the instrument and be displayed on dashboard.
- Worked with developer to assist in creating dashboard useful for developer. Dashboard must display data and analytics in real time and to maintain the time-series analytics. Monitors project progress by tracking activity, resolving problems, publishing mini-reports and recommending actions.
- Worked with developer to gather, document, and manage requirements and documentation for its application.
- ***Used InfluxDB, Grafana, Alteryx, Tableau, Bootstrap Analytics Dashboard to provide analytical output and to track analytics***

Advanced Analytics & Market Research Business Analyst (Freelance)

Various Realtors & Local Small Businesses

(1 year, 3 months) **March 2018 – May 2019**

- Addressed the challenges of drivers of variation, and therefore, enabled the tracking of results of process improvements.
- Defines project requirements by identifying project milestones, phases, and elements
- Provided understanding of data quality and assessment of traffics from analytics.
- Created parameters for clients to achieve results of marketing on social media through targeted audience using social media marketing tools.
- Assesses and facilitates change management for existing application.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends, and investment levels. Created test plans that focus on validation of data and analytics
- Convert data into actionable insights by predicting and modeling future outcomes through A/B testing.
- ***Used Google Analytics, Tableau, Python, SQL, Affinity Designer, HTML/CSS web dev bootstrap, Wordpress to audit website, analytics, provide redesign of logos, menus, marketing materials and to provide consultation to businesses on analytics***

Brand Strategist/Manager (Freelance)

Various Realtors & Local Small Businesses

(1 year, 3 months) **March 2018 – May 2019**

- Help creative business owners level-up their brands through web design, branding, photography and strategy
- Defines project requirements by identifying project milestones, phases, and elements
- Assess business needs via current offerings, target audience, sales, redefining public relations/social media/digital marketing goals
- Consult and offer tools and resources to create more efficient processes and systems, breaking down tasks and deliverables and crafting timelines for upcoming months
- **Used Google Analytics, Tableau, Python, SQL, Affinity Designer, HTML/CSS web dev bootstrap, Wordpress to audit website, analytics, provide redesign of logos, menus, marketing materials and to provide consultation to businesses on analytics**

Business Analyst Consultant (Freelance)

Larry's Giant Subs Ponte Vedra Beach, Florida

(1 year, 3 months) **Jan 2018 - March 2019**

- Addressed the challenges to data integration. Implemented APIs to derive the data from POI instruments. Conducts research and provides recommends solutions for business problems.
- Coordinated with client to evaluate, to track project objective, receive business requirements, and suggested possible solutions and improvement strategies to address the data quality issues.
- Gathers, documents, and manages requirements and business processes for client
- Visualized data built presentable dashboard for inventory management and tracking for client
- Assisted with client on maintaining data and inventory management tracking and to help develop forecasting for client to read and track
- **Used Tableau, REST API from Clover, Python, SQL to collect data, clean data and to provide forecasting**

Pharmacy Owner/Pharmacy Tech (Self-Employed)

Benzer Pharmacy, Jacksonville, FL

(2 years) **November 2016 – Oct 2018**

- Provided overall management and supervision of operation of the pharmacy not limited to supervision of pharmacist and drug handling procedures and logs. Ensures compliance with regulations.
- Responsible for all aspects of running a small business like Payroll, all Taxes, training, renew licenses and certificates, order and control inventory.
- Responsible for being compliant with all State and Federal regulations. Can demonstrate and handle high stress very well and accomplish tasks without issues
- **Used Microsoft Words, Excel, Google Analytics to understand trends and forecasting and use analytics to improve business performance.**

Personal Projects

Cost of treatment of different patients (EDA & Regression) |

November 2018

- An exploratory data analysis of dataset dedicated to cost of treatment depends on many factors. Draw a conclusion about health of patients using regression analysis and distribution charts using multiple libraries with python such as matplotlib, seaborn, pandas, numpy and visualizing data using bokeh
- **Used SQL for EDA purposes and to determine the quality of dataset**
- **Use Python (Jupyter Notebook) for analysis and its libraries for plotting data**

Googling for health conditions and health risks |

January 2019

- How does Google search interest for top health issues change over time? Exploring specific keywords and their trends over time using Google Trends. Finding out if people are becoming more aware of the health conditions now more than before. Understanding why the gradual increase of specific health keywords.
- **Used SQL for EDA purposes and to determine the quality of dataset**
- **Use Python (Jupyter Notebook) for analysis and its libraries for plotting data**

Suicide Rates in India between 2001-2013 |

November 2018

- I recently collected data from Kaggle's published dataset. I focused on gaining interpretable insights from data. I used this dataset to understand the ethical implications in data science. I wanted to increase my awareness and understanding of whether my analysis may seemed to discriminate negatively, unintentionally.
- **Used SQL for EDA purposes and to determine the quality of dataset**
- **Use Tableau for dashboard visualization of the data**

US Average Health Care Coverage Cost (EDA of data from 2011) |

December 2018

- Dataset obtained from the data.cms.gov website. Dataset is dated from 2011. An exploration and illustration of cost differences around the US and breaking down diagnosis cost.
- **Used SQL for EDA purposes and to determine the quality of dataset**
- **Use Python (Jupyter Notebook) for analysis and its libraries for plotting data**

Exploring historical stock data of top bank institutes during financial crisis |

January 2019

- An EDA of bank stocks and see how they progressed throughout the financial crisis until 2016. Using dataset obtained through Google Finance. An exercise in understanding data analysis in finance domain.
- **Used SQL for EDA purposes and to determine the quality of dataset**
- **Use Python (Jupyter Notebook) for analysis and its libraries for plotting data**