Vikrant Vinod Patil

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EDUCATION

The University of Texas at Dallas **Aug 2017 – May 2019**
M.S. Business Analytics (Dean's Excellence Scholarship) *GPA – 3.39*
University of Pune, India **June 2013 – June 2017**
Bachelor of Engineering (B.E.), Computer Science and Engineering *GPA – 3.5*

SKILLS

Programming Languages: Python, SQL, R, SAS, C++, HTML5, CSS3, Bootstrap Framework, Data Analysis Expressions (DAX)
Databases: MySQL, MongoDB, SQL Server
Tools and Libraries: MS Access, MS Visio, Tableau, Power BI, MS Excel, Hadoop, numpy, pandas, matplotlib, sklearn, lifetimes (Python), ggplot2, tidyverse, dplyr, mice, reticulate, shiny (R)

WORK EXPERIENCE

***HealthStream Inc**, Nashville, TN*
Data Analyst Intern **Oct 2018 – May 2019**

- Analyzed the trends and occurrences of errors in historical data with the help of a dashboard in Power BI
- Developed a R Shiny web application to enable internal stakeholders to view and compare the revenue data in a fast and efficient manner
- Programmed the web application to build dynamic DAX queries with the help of user-specified inputs, to query the tabular data model in Azure Analysis Services
- Developed a method to establish the connection between the R Shiny web application and Azure Analysis Service by using a Python script as an intermediary, referenced the functions created in the Python script, in R, by using R's reticulate library

ACADEMIC PROJECTS

Customer Purchase Prediction using Python **June 2019**

- Implemented the modified beta geometric and gamma gamma model using the lifetimes library in python to calculate the customer lifetime value (CLV) and to understand the customer's buying patterns
- Predicted the customers who will make the most purchases, spend the most and simulated the customer's behavior, to find out his probability of being alive, for different time periods

Classification of Audit Firms Using Python **Feb 2019 – Mar 2019**

- Programmed classification models using Python libraries (pandas, numpy, sklearn) to predict a fraudulent firm based on the Audit dataset (UCI Machine Learning Repository) and compared the accuracy scores of the models
- Implemented classification algorithms like knn, Logistic Regression, Linear SVM, Kernel SVM and Decision Tree and found the best parameter for each of the algorithms by using the grid search function

Morris Hite Marketing Analytics Challenge **Sept 2018**

- Led a group of 4 to analyze data and derive insights from a client dataset using R
- Segmented customers using k-means clustering based on frequency and recency of purchases; recommended strategies to acquire more customers and to get a larger share of wallet as compared to the direct competitors by visualizing data in Tableau

Predictive Analytics on Shopko Dataset **Jan 2018 – May 2018**

- Led a group of 5 to analyze and extract insights from a real-world retail dataset using SAS
- Performed data cleaning and preprocessing, built predictive models and segmented data using k-means clustering
- Implemented market basket analysis, logistic regression, elasticity model, marcomm analysis and predicted financial implications of the suggested marketing strategies; proposed marketing strategies which improved the company revenue by 27%

Data Analysis Using R **Jan 2018 – Feb 2018**

- Performed data cleaning, data preprocessing and exploratory analysis on a real-world dataset from UCI Machine Learning Repository and extracted insights using R
- Implemented Market Basket Analysis using Apriori algorithm to predict frequent itemset and item-based recommendation algorithm based on a customer's past purchasing pattern and visualized data in R using the ggplot2 library

Database Management Using SQL **Aug 2017 – Dec 2017**

- Conceptualized and developed a database for a retail store using Microsoft Access
- Developed data input and data manipulation screen forms to populate various attributes of the database and generated reports with the help of sales, revenue and feedback data from the database

ACCOMPLISHMENTS

- **On-Board Real-Time Object Tracking System using All-terrain Mobile Robot** - Patent filed on 18th August 2017 in Patent Office of India (Patent Status: Pending)
- **Object Tracking Bot using On-board Jetson TK1: An Approach to Reduce Communication Overhead and Time Delay** - Research Paper published in IEEE Xplore on 12th April 2018