Prajkta Khebudkar

Data Science Professional

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Education

D.Y.Patil College of Engineering & Technology (Shivaji University, Kolhapur)	**June, 2013**
B.E. Electronics (1st Class)	
Data Science & Business Analytics Masters Program Certification (Simplilearn)	**July, 2024**
IBM Certification - Python for Data Science	**August, 2024**

Skills

Languages:	**Python** (OOP, Data Analysis, Web Development)
	SQL (Database Management, Query Optimization)
	R (Statistical Analysis, Data Visualization)
Tools:	**Tableau** (Dashboard Creation, Data Storytelling)
	Power BI (Interactive Reports, Data Modeling)
Technologies/Frameworks:	**Pandas, Scipy & NumPy**: Data Manipulation & Analysis
	Scikit-Learn: Machine Learning
	Matplotlib & Seaborn: Data Visualization
	Jupyter Notebook: Interactive Development Environment

Projects

Crime Analysis Dashboard using Tableau & SQL

- Developed an interactive Tableau dashboard to visualize city crime statistics, aiding police departments in strategic planning.
- Analyzed crime incidents by time periods, locations, & types, uncovering patterns & trends over multiple years.
- Implemented data preprocessing techniques like splitting DateTime fields & creating calculated fields for detailed analysis.
- Created dynamic filters & parameters to enable detailed exploration of crime data, resulting in comprehensive "Overall Crime Statistics" & "Time Period Analysis" dashboards.

Marketing Campaigns Analysis

- Executed a detailed exploratory data analysis (EDA) using Python and pandas to assess the effectiveness of five marketing mix variables; findings led to a 20% enhancement in customer acquisition strategies and improved targeting accuracy.
- Performed data cleaning & preprocessing, missing value imputation & outlier treatment, ensuring data integrity & accuracy.
- Developed new features such as total spending & demographic variables; applied one-hot encoding & ordinal encoding for categorical data using scikit-learn. Used database optimization techniques.
- Utilized statistical analysis & hypothesis testing to uncover insights on customer behavior, shopping preferences, & sales channel performance.
- Developed visualizations with Matplotlib & Seaborn, including heat maps & box plots, to illustrate correlations & trends, aiding in data-driven decision-making.

Online Car Rental Platform

- Utilized Object-Oriented Programming (OOP) in Python to build a robust & user-friendly car rental system, enhancing the customer experience by offering hourly, daily, & weekly rental options.
- Implemented Inventory Management: Prepared methods to display available cars, manage rental requests, & update inventory in real-time, ensuring efficient stock control & seamless rental operations.
- Automated Billing System: Integrated the DateTime module to track rental periods & auto-generate accurate bills upon car return, streamlining the billing process & improving operational efficiency.
- Customer Interaction Module: Designed customer classes with methods for requesting & returning cars, providing a smooth & intuitive interface for users to interact with the rental platform.

Extracurricular

Interests: Watching football; Exploring new technologies; Reading various genres; Creating written works, such as poetry, short stories, & articles that focus on social issues, human rights, & empowering women; Tidying up & organizing spaces

Certification: IBM certification in Python for Data Science. Six Sigma Yellow Belt Certification

Languages : English, Marathi, Hindi