**Pratibha Chougule**

**Data Analyst**

Pratibha.dholecivil@gmail.com | 7066294443|975006664 | Pune-Dhankawadi | |<https://www.linkedin.com/in/pratibhachougule-6194b519b/> | |<https://github.com/PratibhaChougule14> |

*Data Scientist with a passion to solve real-world business challenges using data analytics. Proficient in deploying complex machine learning and statistical modelling algorithms/techniques for identifying patterns and extracting valuable insights for the organizational leadership.*

**TECHNICAL SKILLS**

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| * **Frameworks** | NumPy, Panda |
| * **ML/DL Techniques** | Linear/Logistic Regression, Clustering |
| * **Tools & Languages** | Python, SQL, SAS, SPSS, R,NoSQL,Tableau,AWS,Hadoop,Hive, Cloud Computing, Power BI,MongoDB |

**KEY SKILLS**

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| * Supervised/Unsupervised Learning | * Data Mining & Data Wrangling | * Team Management& Leadership |
| * Data Visualization & Sanitization | * Predictive Analytics & Modeling | * AWS Cloud |
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**CERTIFICATIONS**

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| * **PG Diploma in Data Science - IIIT Bangalore &UpGrad | ‘21** |  |

**KEY DATA SCIENCE PROJECTS**

**Domain: RSVP Movie | JUN '21**

* *Objective*: RSVP Movies is an Indian film production company wants to plan to release a movie for the global audience in 2022 by considering the Indian audiences as main target. To plan their every move analytically to analyse the data set and draw meaningful insights that can help them start their new project. Based with the data of the movies that have been released in the past three years which will help to this new project.
* *Tech Stack*: SQL, SQL Script file
* *Solution*: Explored the data, gain insights into the movies, No. Of movies released in the past three years with respected to high rating, genre, director, actors and country respectively.

**Domain: E-Commerce Events | Aug '21**

* *Objective*: With online sales gaining popularity, tech companies are exploring ways to improve their sales by analysing customer behaviour and gaining insights about product trends. Furthermore, the websites make it easier for customers to find the products they require without much scavenging. To make plan accordingly company wants to extract data and gather insights from a real-life data set of an e-commerce company.
* *Tech Stack*: AWS, Hadoop, Hive
* *Solution*: Clickstream data is used to track customer’s clicks on their website and searching for patterns within them.This data used to find various insights of customers product recommendations. This data used to explore ways to improve retail company sales by analysing customer behaviour and gaining insights about product trends.

**Domain: IPL-Indian Premier League | Sept ‘21**

* *Objective*: **IFP**, a nationally recognised news agency, which is based out of New Delhi want to provide news reports and feeds to magazines, newspapers and TV broadcasters all over the country during the IPL. The Sports Editor of the agency wants to build a Tableau dashboard of IPL statistics over the years since its inception in order to create an info graphic for a newsletter that their team is working on.
* *Tech Stack*: Tableau, Tableau Workbook
* *Solution*: Prepared **Match Statistics, Player Statistics, Team Statistics** dashboards that highlights some of the important statistics of IPL over the years. Created different visualisation for Match related information, Player information (Bowler, Batsman, Non-striker), Delivery information (Runs scored, Wickets, Extras, etc.), Results (which team won, win type, player of the match, etc.), Match specifics (umpires, ground, etc.).

**Domain: Airbnb NYC| OCT '21**

* *Objective*: Airbnb has seen a major decline in revenue for the past two years due to Cocid-19 Pandemic. Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.The different leaders at Airbnb want to understand some important insights based on various attributes in the dataset so as to increase the revenue.

To prepare for the next best steps that Airbnb needs to take as a business, you have been asked to analyse a dataset consisting of various Airbnb listings in New York.

* *Tech Stack*: Tableau, Tableau Workbook, Data Storytelling, Presentation
* *Solution*: Prepared a 1st presentation using tableau for the data analysis managers and lead data analyst and the 2nd one for to the Head of Acquisitions & Operations and the Head of User Experience. Presentation contained the visualisations of different insights such as most reviews location along with price and room type, Host listing, most rated Host listing, revenue generated as per location, Past 5 year analysis and statistics for each and every variable.

**Domain: Bike Sharing | Apr '21**

* *Objective*: A US bike-sharing provider BoomBikes has recently suffered considerable dips in their revenues due to the ongoing Corona pandemic. And want to sustain in the current market scenario to accelerate its revenue as soon as the ongoing lockdown comes to an end, and the economy restores to a healthy state.
* *Tech Stack*: Python, Jupyter Notebook
* *Solution*: Created **linear regression** model for shared bikes to understand how exactly the demands vary with different features and to understand the demand dynamics of a new market.
* *Key Achievement:* Created a predictive model using linear regression for the prediction of demand for shared bikes.

**Domain: Credit Card Loan | Mar '21**

* *Objective*: The loan providing companies find it hard to give loans to the people due to their insufficient or non-existent credit history. Because of that, some consumers use it as their advantage by becoming a defaulter.
* *Tech Stack*: Python, Jupyter Notebook
* *Solution*: EDA to understand how consumer attributes and loan attributes influence the tendency of default.
* *Key Achievement: EDA done to* identify patterns which indicate if a client has difficulty paying their instalments which may be used for taking actions such as denying the loan, reducing the amount of loan, lending (to risky applicants) at a higher interest rate

**Domain: Lead Scoring | May '21**

* *Objective*: An Education Company wants to select the most promising leads, i.e. the leads that are most likely to convert into paying customers
* *Tech Stack*: Python, Jupyter Notebook
* *Solution*: Designed **logistic classification** to build a model to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.
* *Key Achievement:* Developed a model with an **AUC score** of **87%**

**Domain: IMDB Movie | Feb '21**

* *Objective*: The data containing 100 top-rated movies from the past decade along with various pieces of information about the movie, its actors, and the voters who have rated these movies online to find some interesting insights into these movies and their voters.
* *Tech Stack*: Python, Jupyter Notebook
* *Solution*: Explored the data, gain insights into the movies, actors, votes, ratings and collections.

Work Experience:

**Sanicon Services | SEP 2018 - TO - PRESENT**

**Role – Data Analyst & Cloud Engineer**

**Responsibilities/Tasks -**

* Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs.
* Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of monthly labor.
* Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8%.
* Applied models and data to understand and predict repair costs for vehicles on the market, and presented findings tostakeholders.
* Configuring and maintaining infrastructures on AWS cloud using Compute, Networking and databases services.
* Creating, uploading & downloading Files from S3 bucket

**EDUCATION**

**Data Analyst (Data Science) (IIIT Bangalore) ME (Structure)(ICOER Wagholi) Pune, IN | Nov’20 – Dec’21**

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Place:** Pune