

# Pranjal Patel

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Data Analyst with 2+ years of experience in SQL, Python, and data visualization tools like Tableau and Looker Studio. Skilled in data wrangling, automation, and machine learning techniques to drive business insights and data-driven decisions. Strong communicator and team player with a continuous learning mindset.

## EDUCATION

### Boston University

September 2021 - January 2023

*Masters in Computer Science, Overall GPA: 3.48*

*Boston, MA*

- Relevant Courses: Machine learning, Web analytics and mining, Foundation of ML with R.

### SRM Institute of Science and Technology

June 2017 - June 2021

*Bachelors in Computer Science, Overall Percentage: 80*

*Chennai, India*

- Relevant Courses: Analysis of algorithms, Data mining and analytics, Discrete Mathematics, Database systems.

## PROFESSIONAL EXPERIENCE

### Business Data Analyst

February 2023 – Present

*Param Consulting Services*

*Iselin, NJ*

- Led requirement gathering and documentation for internal website development by creating detailed BRD and SRD documents, managing a centralized requirement tracker, and coordinating with stakeholders and developers to ensure accurate project execution.
- Developed and maintained automated Excel reports, Google ads and interactive Looker Studio dashboards, streamlining reporting workflows and empowering business users with actionable insights, resulting in a 25 percent increase in dashboard adoption.
- Optimized data workflows using SQL scripting and Excel VBA automation, reducing processing time by 30 percent and improving data accuracy, while proactively integrating real-time data updates from external sources.
- Performed in-depth exploratory data analysis (EDA) to identify trends, anomalies, and performance bottlenecks, supporting strategic business decisions and uncovering actionable insights from complex datasets.
- Cleaned and preprocessed customer datasets, standardizing email addresses and phone numbers to improve data quality for marketing campaigns. Ensured reliable segmentation for targeted outreach and campaign effectiveness.

### Data Analyst Intern

June 2022 – August 2022

*Shift4*

*Allentown, PA*

- Liaised with developers to automate the process of verification of the data provided by writing a script in SQL and Python. SQL Server was used to manage the data. Delivered important inferences using Tableau.
- Performed Exploratory Data Analysis on a dataset using R and presented findings with R Markdown.

### Data Analyst

February 2019 – May 2021

*Invisible Fiction*

*Gujarat, India*

- Proficiently extracted relevant data from various sources using tools like Python (Beautiful Soup, Scrapy) or R. I meticulously cleaned and transformed raw data, addressing missing values, outliers, and inconsistencies.
- Created comprehensive reports and visualizations using tools like Python (Pandas, Matplotlib, Seaborn) or SQL. Presented findings to stakeholders, translating complex data into understandable narratives for strategic planning and performance improvement.

### Research Assistant

September 2018 – December 2018

*SRM Institute of Science and Technology*

*Chennai, India*

- Completed extensive literature review and web research to study the crime rates in Chennai.
- Built various regression models with R to identify the key factors impacting crime rates in Chennai and visualized their correlations.

## PROJECTS

### Interactive Data Dashboards | Looker Studio, Google Sheets, Excel

October 2023 – January 2024

- Orchestrated the creation of interactive data dashboards using Looker Studio, integrating data from Google Sheets and Excel. Designed customized visualizations and organized dashboards for efficient navigation, leveraging Looker Studio's user-friendly interface. Empowered stakeholders with actionable insights, facilitating informed decision-making.

### Disaster Tweet Classification | NumPy, Pandas, Keras, Sklearn, Nltk, Matplotlib

March 2022 – April 2022

- Build two machine learning models to correctly classify tweets if they are related to any disaster or not. The first model used a count vector and Random Forest while the second used Bidirectional LSTM. The accuracy of both models was compared and useful inferences were extracted.

### Sentiment Analysis of Social Media | Seaborn, AdaBoost, LDA, Gradient Boosting, KNN.

March 2022 – April 2022

- Used machine learning to detect sentiment on social media posts. By comparing algorithms and using natural language processing, identified the sentiment and extracted features. To ensure reliability, used cross-validation techniques.

### Exploratory Data Analysis | R markdown, DPLYR, ggplot2, tidyverse

October 2021 – November 2021

- Analyzed Boston's crime rate data, uncovering trends and correlations. Used statistical techniques and visualizations to draw meaningful conclusions presented in an R markdown file.

## TECHNICAL SKILLS

**Programming:** Python, R, C++, SQL

**Data Visualization:** Tableau, Looker Studio, ggplot2

**Machine Learning:** Scikit-learn, Keras, NLTK, Numpy, Pandas

**Databases:** MySQL, PostgreSQL

**Tools and Platform:** Git, JIRA, Excel VBA, R Markdown, Apache Tomcat, Docker, AWS

**Communication:** English, Hindi, Gujarati

**Certification:** Datacamp Associate Data Engineering