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