

Pranj Patel

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Data Analyst / Business Data Analyst with 3+ years of experience in SQL, Python, Excel, and BI tools (Power BI, Tableau, Looker Studio) for marketing and product analytics. Experienced in dashboards, automated reporting, EDA, data cleaning, A/B testing, and machine learning models using Python and R for data-driven decision making.

EDUCATION

Boston University

Masters in Computer Science, Overall GPA: 3.48

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

September 2021 - January 2023

Boston, MA

SRM Institute of Science and Technology

Bachelors in Computer Science, Overall Percentage: 80

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

June 2017 - June 2021

Chennai, India

PROFESSIONAL EXPERIENCE

Business Data Analyst

Param Consulting Services

February 2023 – Present

Iselin, NJ

- Demonstrably influenced product roadmap by conducting comprehensive exploratory data analysis (EDA), identifying critical trends, anomalies, and performance bottlenecks, and communicating actionable insights to technical and non-technical stakeholders.
- Developed and maintained automated Excel and Google Sheets reports and interactive Looker Studio dashboards for Google Ads and marketing campaigns, increasing dashboard adoption by 25 Percent.
- 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.
- Led requirement gathering and documentation by creating detailed BRD and SRD documents, coordinating with cross-functional teams, effectively articulating technical requirements, and ensuring clear communication across creative and technical teams.
- Improved data quality and campaign effectiveness through meticulous data cleaning and preprocessing, including standardizing customer contact details, ensuring reliable segmentation, and targeted outreach.

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.
- Designed and executed robust A/B testing strategies using R programming, applying statistical techniques such as t-tests, ANOVA, and correlation analysis to measure effectiveness, ensuring statistically significant and reliable insights for informed product enhancements.

Data Analyst

February 2019 – May 2021

Gujarat, India

Invisible Fiction

- 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

Chennai, India

SRM Institute of Science and Technology

- 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.

TECHNICAL SKILLS

Programming: Python, R, C++, SQL

Data Visualization: Power Bi, 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, HIPAA Security, HIPAA Awareness for Healthcare, Github Foundations