

Navaneeth Suraju

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SUMMARY

Dedicated, driven and passionate Data Enthusiast with 1+ years of experience in building data pipelines, planning, analysing large data sets and implementing business improvements based on gathered data. With a keen eye for understanding the underlying patterns and models present in data and committed to unlocking insights that will advance the businesses through data-driven decision making.

PROFESSIONAL EXPERIENCE

Scalar Academy

August 2022–Present

Data Science and Machine Learning Trainee

- Perform advanced analytics functions including data modelling and prescriptive analysis to generate optimal customer preferences for a leading fitness company.
- Generated reports on customer choice of products by using conditional probability.
- Designed and implemented A/B experiments for products to improve the conversion rate.
- Created Student's t-test plans for hypothesis testing and found correlations to help sales plan future seasonal events/offers.
- Generated sales insight reports.
- Technologies used: Python, Pandas, Numpy, Seaborn, Tableau, Matplotlib, SQL

PROJECTS

Customer preference for a leading fitness company

- Determined customer choice for each product using Pandas and Conditional Probability.
- Found metrics to identify probability of customer checkouts based on various parameters.

Hypothesis Testing for a bicycle rental company

- Performed A/B testing using Pandas and SciPy to find seasonal usage of bikes.
- Planned and executed T-test on different days of week to analyse usage differences between weekdays and weekends.
- Tested and found correlation between temperature and rental count.

Sales insight for a prominent US retailer

- Generated various reports using SQL.
- Analysed payment types and built insight into customer behaviour.
- Used various analytical methods to determine the seasonal sales variations.

EDUCATION

Cochin University of Science and Technology Cochin, Cochin, Kerala

2019–2021

Master of Philosophy in Physics

Mahatma Gandhi University, Kottayam, Kerala

2017–2019

Master of Science in Physics

Mahatma Gandhi University, Kottayam, Kerala

2013–2017

Bachelor of Science in Physics