Sanamala Dasaratha Prem Kumar

A Novice Data Scientist Eager to Explore and Excel in the World of Analytics.

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Professional Summary

As an adept Data Analyst, I possess a strong proficiency in data cleaning, insightful data analysis, and statistical analysis, enabling me to generate comprehensive reports and conduct in-depth market research. My expertise in data-driven decision-making complements my previous role as a Business Development Executive, where I excelled in the complete sales life cycle and adeptly designed and presented compelling presentations for marketing initiatives.

Skill Set

**Programming:** Python, MySQL.

**Data Analysis:** Numpy, Pandas.

**Visual Analysis:** Matplotlib, Seaborn, Exploratory Analysis, Tableau.

**Statistical Analysis:** Description Statistics, Inferential Statistics, Hypothesis Testing.

**Machine Learning:**

* **Supervised Learning** 
  + **Regression:** OLS, Ridge Regression, Lasso Regression, Elastic Net, Polynomial Regression.
  + **Classification:** Logistic Regression, K-NN, Naïve Bayes, Decision Tree.
  + **Ensembled Techniques**: Ada Boost, Gradient Boost, XG Boost.
* **Unsupervised Learning** 
  + **Clustering:** K-Means, Hierarchical Clustering, DBSCAN.
  + **Dimensionality Reduction:** PCA.

**Soft Skills:** Communication, Presentation Design & Delivery, Public Speaking, Team Management.

Work Experience

**Data Analyst Meluha Technologies (August 2022 – April 2023)**

* Spearheaded customer-centric analytics using advanced visualization tools.
* Executed comprehensive data cleansing and generated insightful reports.
* Conducted in-depth data analysis to guide strategic decision-making.
* Performed market research to identify market needs and opportunities.

**Achievements**

* Delivered pivotal insights on product market demand, influencing product strategy for diverse school segments.
* Collaborated with Frontend Developers to innovate user-specific dashboards for the LMS.

**Skills**: Advanced proficiency in Excel, Tableau, SQL, and PowerPoint; Exceptional presentation skills.

**Business Development Executive Vipany (March 2021 – June 2022)**

* Excelled in client presentations and product pitching, backed by thorough research.
* Led successful lead generation initiatives and engaging product presentations.
* Mastered commercial negotiations, culminating in contract signings.
* Fostered robust client engagement and effective account management.

**Achievements**

* Secured a lucrative deal with Morgan Stanley, yielding incentives of 2 Lakh through strategic recruitment.
* Innovated and developed compelling marketing materials for brand promotion.

**Skills:** Expertise in Excel and PowerPoint; Outstanding presentation and negotiation skills.

Academic Projects

1. **Loan Defaulter Prediction using ML Techniques (Capstone)**

**Problem Statement**: Defaulting Loans may result in to serious financial problems for financial institutions; such institutions require strong validation systems for making decisions to approve or disapprove loan for applications.

**Proposition:** To assist the stakeholders in decision making using a Risk Based Application Assessment System using machine learning to predict the prospect defaulters.

**Outcome:** Built a streamlit app backed with an ML model trained on a batch data of loans to classify the applicant as a defaulter or not by understanding the behavior of defaulters.

**Key skills:** Data Cleaning, Exploratory Analysis Logistic Regression, Naïve Bayes, Decision Tree, Random Forest, XG Boost, Hyper parameter tuning

1. **Book Recommendation Website – NextRead**

* Created Book Recommendation System based on popularity-based recommendation & Collaborative Filtering.
* Created a website using HTML, CSS.

**Key skills:** Clustering, HTML, CSS, Python.

1. **Sports, Retail Banking & Food Delivery**

* Using SQL wrote multiple queries to extract required data and performed advanced analytics on the datasets.

**Key skills:** MySQL Joins, Sub-queries, Windows Functions.

Education

**Post-Graduation Diploma in Management August 2019 – April 2021**

Marketing, Finance & Entrepreneurship Marks: **70.02%**

Siva Sivani Institute of Management, Hyderabad.

**Bachelor’s in Technology August 2013 – April 2017**

Electrical & Electronics Engineering Marks: **74.91%**

Sri Satya Narayana College of Engineering & Technology, Ongole.

**Higher Secondary Education July 2011 – March 2013**

Math, Physics, Chemistry Marks: **87.7%**

Gowtham Junior College, Badvel.

**Secondary School Certificate August 2010 – April 2011**

Fatima English Medium High School, Badvel. Marks: **89.9%**

Certifications

**PGP Data Science & Engineering July 2022 – July 2023**  Great Lakes Institute of Management Marks: **80.3%**

Extra-Curricular Activities

* Recorded and performed a song of my own composition GO EEE.
* won the title of Mr.Fresher in my PGDM