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Priyal Padheriya

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SUMMARY

Innovative & results-driven Research Analyst with track record of leading cross-functional teams to drive product & business development. Proficient in statistical languages and ML techniques, with focus on problem-solving & data visualization expertise.

EDUCATION

Master of Science in Computer Science — **Expected May 2023**
Arizona State University, Tempe, AZ — *GPA: 4.0/4.0*

Bachelor of Technology in Information Technology with Minors in Finance — **August 2017 - May 2021**
Nirma University, Gujarat, India

SKILLS

Languages & Databases : Python, Java, R, React, JavaScript, HTML/CSS, SQL, NoSQL MongoDB, Amplify GraphQL, JSON
Frameworks & Libraries : AWS, Amazon Redshift, Google Analytics, BigQuery, Google Cloud Platform, PostgreSQL, SAS, Pandas, NumPy, Tensor- Flow, Scikit-learn, OpenCV, Matplotlib, Git, JIRA, Tableau, Power BI, DBeaver, Docker
Project Management : Project Planning, Task Management, MVP Creation, SCRUM & Agile methodology, Data Management

PROFESSIONAL EXPERIENCE

Information Technology Intern - ***Discount Tire*** — **June 2023 - Present**
- Designing a strategic business requirement plan to forecast M&A success and define scope, timelines, and criticality.
- Performing statistical analysis on structured SQL data, leveraging ETL, Amazon Redshift and DBeaver, to enhance customer grouping accuracy by 18% and boost customer retention rate by 25% through strategic clustering and segmentation models.
- Implementing tailored customer-centric & data-driven solutions by utilizing Tableau, resulting in 10% reduction in customer churn rate.

Research Analyst: The Luminosity Lab - ***Arizona State University*** — **June 2022 - Present**
- Researched, designed, and developed an innovative cross-platform web interface for a simulator, utilizing React and Three.js to elevate application responsiveness by 75% and user engagement by 28%.
- Executed project shifting to Docker using Python & MongoDB, slashing app crash timing by 88% & generating $2.11 million profit.
- Utilized R & SAS data analysis to forecast future data with 88% accuracy, leveraging 30 years of generational data for strategic insights.
- Developed mathematical machine learning model to predict education & employment rates for state of Arizona with 80% accuracy.
- Gained actionable insights by data visualization to produce 20% better business decisions & 15% enhanced socio-economic growth.

Software Developer - ***PlayPower Labs*** — **June 2021 - October 2021**
- Built decision tree based predictive model to forecast inventory demand, reducing holding cost by 60%, resulting in $3.27 million profit.
- Leveraged Google Analytics to analyze multi-dimensional dataset & provide quantitative insights for understanding consumer behaviour.
- Implemented authentication framework & API using Java, significantly strengthening security for inventory management system by 36%.

Technical Product Manager Intern - ***Ajmera Infotech Pvt. Ltd.*** — **January 2021 - April 2021**
- Led a 12-member cross-functional team for designing vision of a web extension by aligning relevant research and resources.
- Conducted product analysis using Business Intelligence tools, identifying 13% MVP scope crunch to mitigate potential loss of $2.3 million.
- Articulated technical & business acumen to boost web extension's ability by crafting user stories & leveraging data visualization for campaign targeting, resulting in 60K customer acquisition in 4 months.

PROJECTS AND PUBLICATIONS

Author - Prediction of Depressive Symptoms using Machine Learning, *Book Chapter* — **April 2023**
- Coauthored a chapter in the book "Cognitive Sensors: Applications in Smart Healthcare" published by IOP Science.
- Constructed 3 distinctive machine learning models using unstructured data that can be utilized to predict depression with 70% accuracy.
- Proposed a scalable Generative AI model by using facial and sentiment analysis, resulting in 80% accurate early symptom detection.

Plant Disease Identification and Prediction, *Academic Project* — **August 2022 - December 2022**
- Trained a robust CNN model to precisely classify Disease & Healthy crop leaves with 89% accuracy, improving agricultural sustainability.
- Elevated CNN model's accuracy to 27% by identifying data imbalances during preprocessing through data visualization techniques.

Analysis of Machine Learning Models for Road Traffic Accidents *Academic Project* — **January 2022 - April 2022**
- Developed scoring algorithm model to categorize accident severity from unstructured data, leading to 20% enhanced safety outcomes.
- Led and scrutinized 4 predictive model pipelines and boosted the model accuracy to 84% by incorporating hyper-parameter tuning.

CERTIFICATIONS

Level 4 Diploma in Communication Skills; Associate of Trinity College London Public Speaking exam **| Advanced Google Analytics Certificate;** Google Analytics **| AZNext - Early Career Leadership Program;** W. P. Carey School of Business **|Generative AI learning path;** Google Cloud **| Google IT Support Professional Certificate;** Coursera **| Financial Markets with Honors;** Yale University, Coursera

CO-CURRICULARS

- **Travel Grant Reviewer,** GPSA - Arizona State University — February 2023 - Present
- **Scholarship Reviewer - Grace Hopper Celebration 2023,** Orlando, Florida — April 2023 - June 2023
- **Volunteer - Open Data Science Conference,** San Francisco — October 2022
- **Joint Secretary,** Indian Society for Technical Education — January 2019 - December 2020
- **Technical Event Organizer,** iFest – Annual College Fest — August 2018