PULKIT BATRA

+1(716) 939-6721 / New York Metropolitan Area (Open to Relocate)

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PROFILE

Data Professional and a recent graduate with double masters and 3+ years of expertise in Advanced Analytics, and Business Intelligence. Skilled in leveraging Python, R, SQL, and Excel for data-driven operational excellence.

EXPERIENCE

DSP Asset Managers

Data Analyst II   *Jan 2023 – Jul 2023*

- Leveraged **data analytics** to identify high-value customer segments based on client's behavior and risk appetite, optimizing digital marketing strategies, resulting in 15% increase in customer engagement
- Developed 15+ **interactive dashboards** on **Tableau** and Quicksight for real-time **business insights**
- **Presented** Key Performance Indicators (KPIs) to **stakeholders**, driving faster decision-making
- Supervised validation tests, and enhanced model performance of junior team members' **ML models**
- Implemented product recommendation system using Market Basket Analysis, boosting cross-sell opportunities, and driving a 20% increase in sales

Data Analyst I   *Jan 2022 – Dec 2022*

- Spearheaded 80+ **ad-hoc analyses** with data extraction in SQL/Python, reducing turnaround time by 20%
- Led **cross-functional** campaigns with Marketing and Product teams, increasing conversion rates by 25%
- Improved daily reporting through **AWS** automation and ETL pipelines, saving 30+ hours monthly
- Applied **machine learning** and time series analysis (Prophet) to **analyze trends**, seasonality, and cycles in sales, forecasting quarterly revenue with 93% accuracy, setting a baseline for **strategic growth**

Bonutti Technologies

Analytics Consultant   *Jan 2021 – May 2021*

- Extracted and analyzed healthcare data from 400+ tables, integrating insights from classification models
- Innovatively designed a Decision Support tool on medical data using Streamlit, enabling accurate surgical outcome predictions and improving patient recovery rates by 15%
- Built clustering models and dashboard to improve assessment of surgical risks and scheduling efficiency

PROJECTS

HR Analytics Employee Attrition [LINK]

- Identified 9 key attrition variables, suggesting actionable strategies to reduce attrition using ML models
- Created a predictive model with an AUC-ROC score of 0.91, helping reduce attrition rates by 13%
- Built a Python web interface for HR insights, enhancing prediction and reduction of attrition rates

Credit Risk Management App [LINK]

- Designed a web app predicting credit card approval with 92% accuracy, avoiding hard credit inquiries
- Applied univariate (modified z-scores) and multivariate (isolation forest) outlier detection, Standardization, Yeo-Johnson transformation, Adasyn upsampling, and TomekLinks to boost F1 score by 34%

EDUCATION *(STEM)*

Master's in Data Science and Applications, University at Buffalo   *(Achievement: Discovered a new math formula)*
Master's in Business Analytics, Purdue University
Bachelor of Science in Mathematics, University of Delhi

SKILLS

Technical:	Python, PostgreSQL, R (Programming Language), SAS e-Miner, Data Preprocessing, Data Quality, Amazon Web Services (AWS), Redshift, Snowflake, Relational Database, Deep Learning, Big Data, Databricks, Data Warehousing, Pandas, Numpy, Scikit Learn, PowerBI, Looker, Data Structures
Analytical:	Statistical Data Models, Exploratory Data Analysis (EDA), Pattern Detection, Feature Engineering, Data Visualization, Storytelling, ANOVA, Statistics, Data Mining, Scrum, Jira, Regression, NLP, Quantitative Analysis, Causal Inference, Agile, Statistical testing, Alteryx, A/B Testing
Modules:	Data Strategy, Market Research, Critical Thinking, Attention to Detail, Economics, Problem-Solving, Organizational Skills, Project Management, Consulting, Business Models, Numerical Analysis, Team Player, Presentations, e-Commerce, Communication, Time Management, Interpersonal Skills