

# PULKIT BATRA

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## PROFILE

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Data Analyst with 3+ years of experience in leveraging data science, machine learning, and business intelligence. Skilled in automating processes, driving actionable insights, and optimizing performance to fuel business growth.

## EXPERIENCE

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### DSP Asset Managers: Finance

Data Scientist

Jan 2023 – Jul 2023

- Leveraged data analysis to identify high-value client segments based on investment behavior and risk appetite, optimizing marketing strategies, and resulting in a 15% increase in client engagement
- Implemented product recommendation system using Market Basket Analysis, boosting cross-sell opportunities and driving a 20% increase in sales
- Led cross-functional campaigns with Marketing and Product teams, increasing conversion rates by 25%
- Revolutionized daily reporting through AWS automation, saving the team 35+ hours monthly

Data Analyst I

Jan 2022 – Dec 2022

- Spearheaded 100+ ad-hoc requests with data validation, reducing turnaround time by 20%
- Developed 15+ dashboards on Quicksight and Tableau, delivering real-time, actionable insights
- Applied machine learning and time series analysis (Prophet) to analyze trends, seasonality, and cycles in sales, forecasting quarterly revenue with 92% accuracy, setting a baseline for strategic growth
- Presented Key Performance Indicators (KPIs) to stakeholders, driving faster executive decision-making

### Bonutti Technologies: Healthcare

Analytics Consultant

Jan 2021 – May 2021

- Extracted and analyzed data from 400+ tables, integrating insights from classification models
- Innovatively designed a Decision Support tool 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

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### HR Analytics Employee Attrition [\[LINK\]](#)

- Identified 9 key attrition variables, suggesting actionable strategies to reduce attrition using ML models
- Created a predictive model with a test 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 advanced scaling, outlier detection, and transformation, boosting model's F1 score by 34%

## EDUCATION (STEM)

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Master's in Data Science and Applications, **University at Buffalo**

Master's in Business Analytics, **Purdue University** – MBA in Decision Sciences, **SKVM's NMIMS**

Bachelor of Science in Mathematics, **University of Delhi**

## SKILLS

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**Technical:** Python, SQL, Machine Learning, R (Programming Language), Amazon Web Services (AWS), Jira, MongoDB, Big Data, Microsoft Excel, Data Visualization (Tableau, Power BI, Quicksight), ETL, EDA, Snowflake, A/B Testing, Pandas, Numpy, Data structures, SAS e-Miner, Spreadsheets

**Analytical:** Statistical Data Modeling, Data Mining, Hypothesis Testing, Time Series, Exploratory Data Analysis, Feature Engineering, Quantitative Analytics, Trend Analysis, Sentiment Analysis, Pattern Detection, Segmentation, Market Analytics, Campaign Analytics, Predictive Analytics, Forecasting, Statistics

**Modules:** Business Strategy, Market Research, Experimental Design, Credit Risk, Consulting, Reporting, Agile, Project Management, Presentations, Marketing Strategy, Economics, Oracle, Root Cause