Rajat Dhawan

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EDUCATION

Arizona State University, W. P. Carey School of Business   August 2022 – May 2023
Master of Science in Business Analytics (MSBA) | CGPA : 4.0/4.0 (with Distinction)   *Tempe, AZ*
Relevant Coursework: Database Management, Predictive & Statistical Analysis, Supply Chain Quality Management, Decision Modeling ,Data Mining, Text Mining , Marketing Analytics, Deep Learning

Manipal University Jaipur   July 2014 – June 2018
Bachelor of Technology (Electronics & Communication Engineering) | CGPA: 7.69/10   *Jaipur, India*

PROFESSIONAL EXPERIENCE

Data Science Intern   December 2022 – May 2023
HCL Software   *Sunnyvale, CA*
- Designed a Customer Identity Resolution method by building a Natural Language Processing pipeline utilizing Fuzzy Matching, TFIDF and Cosine Similarity techniques to cluster customers across 4 digital channels, achieving an accuracy of 88%
- Facilitated efficient customer management by clustering customers into unique customer identity and unique household identity indirectly minimizing targeted marketing campaign costs by 20%

Data Scientist - Deputy Manager   April 2022 – July 2022
Maruti Suzuki   *Gurgaon, India*
- Led $1M project to develop automated reporting of key performance metrics for EV & Hybrid products by building analytic frameworks (ETL) in Python & MATLAB, which enabled team to manage, clean and process big data efficiently
- Identified optimum EV Charger locations and EV Range requirement by analyzing historical driving trends of 300+ customers using geospatial time-series data in Python to assist PMs & VPs build key baseline metrics for New Product Development
- Collaborated with a cross-functional team of product managers & third-party software vendors to define product requirements for integrating multiple EV chargers onto a unified platform, leading to improved customer experience

Data Analyst - Assistant Manager   July 2018 – March 2022
Maruti Suzuki   *Gurgaon, India*
- Improved product metric by 8% and resolved system-level issues by analyzing vehicle performance trends across different traffic patterns, regions, and drive modes through weekly & monthly technical reports to support global teams in product development
- Programmed complex SQL queries utilizing multiple joins, nested queries, analytical functions to extract, manipulate and analyze data from databases to track metrics, seasonal trends, and provide actionable insights for product
- Reduced performance report generation time by 10% by developing a user-friendly graphical user interface (UI) in Python & MATLAB, to enable teams to choose projects, analysis task & dates. This led to streamlined processes & increased efficiency
- Achieved 23% reduction in data processing time by assisting team to migrate analysis workflow to open-source technologies like Python, bringing down cost of analysis by $10K annually
- Initiated Fleet Data Analytics dashboards to standardize reporting of performance metrics across 5 Hybrid & Electric Vehicle projects using DASH and Plotly

ACADEMIC PROJECTS

Fraud Detection using Predictive Analytics (Python, MS Excel)   September 2022 – October 2022
- Performed predictive modeling using Decision Trees and Random Forest classifiers for detecting fraud in Auto Insurance claims, utilizing hyper-parameter tuning methods such as Random Search and Grid Search to optimize machine learning models
- Enhanced training data quality by One Hot Encoding categorical features & handling imbalanced classes (90:10) with SMOTE

Predicting Homesite Insurance Quotes (Python, MS Excel)   September 2022 – October 2022
- Predicted the probability that a customer would buy a quoted insurance plan, using different classification methods in Python
- Built an ensemble prediction (one-layer-stacking) model, using Decision Tree, Random Forest, Support Vector Machines, Multi-Layer Perceptron and K-Nearest Neighbors classifiers accomplishing 90% + accuracy

Business Intelligence and Insights for Data Science Salary Trends *(Python, Tableau, MySQL)*   September 2022 – January 2023
- Designed an interactive dashboard to communicate data science salary trends & KPIs across various industries, roles, and experience levels, using MySQL & Tableau, providing useful insights to graduates
- Developed a Python-based version using Plotly & DASH, allowing for greater customization for end-users

SKILLS, CERTIFICATIONS & ACTIVITIES

- **Languages:** SQL (MySQL), Python (NumPy, Pandas, Scikit-learn, Plotly, NLTK, SpaCy, Tensorflow, Keras), MATLAB
- **Analytical Tools:** Advanced Excel, PowerPoint, Tableau, Power BI, StatTools, SPSS, Hadoop, AWS-EC2, MS Office Suite
- **Technical Skills:** Data Modeling, Data Warehouse, Data Visualization, Statistics, Business Intelligence, Machine Learning, ETL
- **Awards:** Quarterly Excellence Award at Maruti Suzuki for Europe EV, Beta Gamma Sigma, Lean Six Sigma Green Belt