
PROFESSIONAL EXPERIENCE

Data Analyst

August 2023 – Present

*Onsemi**Scottsdale, AZ*

- Led the development and implementation of automated Python scripts to identify data quality issues across 12 large scale data sources, resulting in a 5% improvement in data quality for supply chain systems & reducing manual intervention.
- Designed and developed comprehensive BI dashboards using Snowflake and Tableau to track project schedules for New Product Development projects, resulting in a 10% improvement in project schedule KPIs
- Leveraged Azure ML for topic modeling to categorize tasks in MS Projects, optimizing milestone and phase identification for enhanced project management insights across 3 business units.

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

July 2018 – July 2022

*Suzuki Motor Corporation**Gurgaon, India*

- Led \$1M project to develop automated reporting of key performance metrics for EV & Hybrid telematics data by building analytic frameworks (ETL) in Python & MATLAB, which enabled team to manage, clean and process big data efficiently
- 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

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*

PROJECTS & INTERESTS

Retail Product Recognition using Computer Vision (Python, Tensorflow, Keras)

March 2023 – May 2023

- Successfully developed convolutional neural network (CNN) DL pipelines using pre-trained models like ResNet50, InceptionV3 and VGG16 to accurately identify ten different retail products, achieving an overall accuracy of 93% on the test set.
- Enhanced experience for customer by developing a Stream lit interface (UI), utilizing DL model to generate bill for detected items

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

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
- **Tools:** Advanced Excel, PowerPoint, Snowflake, Tableau, Hadoop, AWS, Azure ML Studio, QlikView ,MS Office Suite, JIRA
- **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