RITESH RAJPUT

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EDUCATION

MS in Information Management – University of Illinois Urbana-Champaign **August 2021-May 2023**
Relevant Courses: Data & Statistical Models, Programming Analytics & Data Processing, Sociotechnical Info Systems
Bachelor of Engineering (Electronics) – University of Mumbai (CGPA – 7.29/10) **August 2014-June 2018**

SKILLS

Programming Languages & Frameworks: C++, Python, R, JavaScript, HTML, CSS, Git, JIRA, PySpark, AWS
Database & Data Visualization tools: MySQL, PostgreSQL, MongoDB, Tableau, Power BI, Google Data Studio, MS Excel
Analytics Techniques: Google Analytics, Machine Learning (Regression Analysis, Classification, Clustering), NLP (Sentiment Analysis, Text Analytics), Deep Learning (Convolutional Neural Networks (CNN), Recurrent Neural Networks (RNNs), Gradient Descent, Computer Vision (Image Processing, Object detection, Motion Estimation)
Data Science Skills: Data Preprocessing, Data Wrangling, Data Manipulation, Data Visualization, Clustering, Data Modeling

PROFESSIONAL EXPERIENCE

Business Associate at Performics **April 2021–July 2021**

- Oversaw digital and social media campaigns and built dynamic dashboards in Tableau, Power BI to analyze critical KPIs, generating a **~+27**% YOY increase in net new revenue.
- Automated workflows to extract and transform data using Google Analytics API with Python resulting in reducing the manual effort by **80%**.
- Managed digital media projects related to prominent ecommerce client projects include: dashboarding solutions using Data Studio, creating data lakes using BigQuery and automating reports using Google Sheets.
- Collaborate cross-functionally with engineering and marketing team to identify and deliver new product solutions and enhance existing portfolio by **20%**.

Data Analyst at Performics **October 2019–March 2021**

- Optimized ecommerce platforms of India's leading FMCG client, analyzed consumer trends and performance metrics, resulting in a traffic growth of **55%** and **40%** respectively through Organic Search annually.
- Analyzed data from Google Analytics to implement funnel optimizations increasing conversion by **14%**.
- Managed the web analytics tag implementation and supported all analytical platform implementations (Google Tag Manager, Google Analytics 360 Suite, Google Big query, Facebook Business Manager).
- Identified and reported under-performing markets, channels and presented root cause analysis with scope for a **3.3%** improvement in campaign reach.
- Process improvement and Automation: Saved **75%** time required by automating process flow and optimization of code in Python.

Data Analyst at Graphene Media **September 2018–October 2019**

- Implemented a speaker identification and recognition system leveraging Natural Language Processing (NLP) and Machine Learning algorithms. Performed sentiment analysis on text, deployed using FLASK API.
- Built an automated ETL process to streamline marketing data pipeline which resulted a **70%** reduction in turn-around time.
- Ran SQL queries to assess, clean, validate and analyze large datasets to support email campaigns using Joins, Subqueries and CTEs.

ACADEMIC PROJECTS

Speaker Identification and Speech Recognition System | Python, NLTK (Natural Language Toolkit) for text analysis, Machine Learning Algorithms, Google Cloud Platform (GCP). **November 2018-January 2019**

- Developed a targeted advertisement application by analysing crowd videos using Machine Learning.
- Designed and developed a system for a campaign necessary for a consumer goods client aiming for analysis of user behaviour across India.
- Converted Speech-to-text leveraging Google Cloud Platform (GCP) supporting multiple languages, performed sentiment analysis on the text to derive insights on the feedback of the products.

Image Processing tracking and surveillance system | Python, Machine Learning, MATLAB **January 2018-April 2018**

- Designed and implemented a continuous human tracking system based on Machine Learning algorithms and Image processing techniques.
- Constructed customized dataset for training of the system and presented the whole trajectory using Python and MATLAB.

Facial recognition and Emotion detection | Python, OpenCV, Deep Learning **August 2016-March 2017**

- Built a real-time facial recognition and emotion detection system using Python, OpenCV and Deep Learning algorithm.