Ritesh Rajput

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EDUCATION

- **Master of Science in Information Management, University of Illinois at Urbana-Champaign** **May 2023**
  Courses: Data, Statistical Models & Information, Programming Analytics & Data Processing, Sociotechnical Info Systems
- **Bachelor of Engineering in Electronics, D.J. Sanghvi College of Engineering** **June 2018**
  GPA: 7.29/10

SKILLS

- Programming Languages: Python, SQL, JavaScript, R, C++
- Data tools and technology: Tableau, Power BI, Plotly, Jupyter Notebook, RStudio, MS Office Suite
- Analytics techniques: Advanced SQL queries, Regression and Tree-Based Modeling, Big Data Analysis, KNN, Clustering, Variable Selection, Time Series Modeling, and NLP (Sentiment Analysis, Text Analytics, Topic Modeling, LDA and NMF), Data Wrangling, and Data Visualization
- Data Analytics: Google Analytics, Data Cleaning, Feature Engineering, Data Visualization, Predictive Modelling

WORK EXPERIENCE

Associate | Performics India **April 2021 – July 2021**
- Created dynamic data dashboards in PowerBI to synthesize quantitative and qualitative findings into actionable insights and presented to stakeholders.
- Automated workflows to extract and transform data using Google Analytics API with Python resulting in reducing the manual effort by **80%.**
- Measurement framework design, and leveraging data across marketing technologies (Analytics, CRM, Google Marketing Platform, Big Query, Ads Data Hub, etc.) to improve conversions and revenue.

Analyst | Performics India **Oct 2019 – Mar 2021**
- Managed the web analytics tag implementation and support all analytical platform implementations (Google Tag Manager, Google Analytics 360 Suite, Google Big query, Facebook Business Manager).
- Performed in-depth analysis of information from multiple data sources (web analytics data as well as external data) and provide significant insights into factors impacting online results.
- Developed data collection strategies and visualization to support standard and ad-hoc reporting on KPIs that directly measure online campaigns, product, and conversion funnel performance.

Data Analyst | Graphene Media **Sept 2018 – Oct 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 end-to-end automated ETL process to streamline marketing data pipeline. Achieved a **70%** reduction in turn-around time through automation.
- Processed SQL queries to implement business logic and extract data for further analysis.

Intern | Larsen & Toubro **Dec 2017 – Feb 2018**
- Implemented IoT applications using Texas Instruments microcontroller and Wi-Fi module.
- Demonstrated MQTT protocol using Mosquitto broker and presented the complete case study at the end of the term.

PROJECTS

Speaker Identification and Speech Recognition System | Python, NLTK (Natural Language ToolKit) for text analysis, Machine Learning Algorithms, Google Cloud Platform (GCP). **Nov 2018 – Jan 2019**
- Designed and developed a system for a campaign necessary for a consumer goods client aiming for analysis on user behavior over PAN India.
- Converted Speech-to-text leveraging Google Cloud Platform (GCP) supporting multiple languages.
- Performed Sentiment analysts on the text to derive insights on the feedback of the products.

Image Processing based tracking and surveillance system | Python, Machine Learning, MATLAB **Jan 2018 – Apr 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 **Aug 2016 – Mar 2017**
- Built a real-time facial recognition and emotion detection system using Python, OpenCV and Deep Learning algorithm.