Rohan Gonjari

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PROFESSIONAL EXPERIENCE

Data Scientist | Tek Giants – Legal & General America | *Remote* *Oct 2023 – Present*

- Conducted statistical testing (t-tests, ANOVA) to evaluate the effectiveness of dynamic pricing strategies.
- Developed & implemented a dynamic pricing model using Gradient Boosting, increasing profitability & $5 million in additional annual revenue.
- Played a role in improving ad-hoc MS-SQL queries & reporting to optimize pricing adjustments & strategic decisions.
- Utilized Power BI to develop interactive dashboards & automated data processes to optimize report generation.
- Leveraged Snowflake & MS-SQL for data querying & management, improving data quality & analysis speed.

Machine Learning Researcher | UMass Dartmouth | *North Dartmouth, MA* *Aug 2022 – Sep 2023*

- Utilized GNNs, Neural Networks, KNN clustering, Support Vector Machines (SVMs), & Decision Tree models to implement supervised machine learning using graph data.
- Performed dimensionality reduction (PCA, t-SNE) to help visualize graph nodes & edges using Seaborn.
- Designed ML architectures to efficiently fuse information for multimodal data (EEG, fNIRS) to improve BCI-systems.
- Proposed models showcased a notable improvement in classification by 16.25% & 21.65% in two distinct studies indicating potential impacts on patient care.

Data Analyst | Destek Infosolutions | *India* *Aug 2020 – July 2022*

- Collaborated with 120+ clients to implement GA4 via GTM to meet project requirements with a 95% success rate.
- Implemented A/B testing to ensure accuracy & reliability of data collected in GA4 when updating event triggers.
- Led a data sourcing project to establish data pipelines & data warehouse, utilizing GCP services & SQLite.
- Applied regression models for targeted customer segmentation, resulting in a substantial 18% sales boost.
- Developed executive-level Tableau dashboards to increase visibility of companies' sales portfolio & other KPIs.

PROJECTS

Sentiment Analysis of 2022 FIFA World Cup *(Data Engineering, NLP)*

- Extracted real-time sentiment data from Twitter's API, categorized FIFA World Cup tweets using VADER sentiment analysis, & deployed a scalable data pipeline on Amazon Airflow & EC2 for processing, storing results on S3.

Hospital Management System *(Data Engineering)*

- Established MySQL data architecture for Health Management System, performed ETL using Selenium for NHS surveys, & transformed prescription data with NumPy & Pandas for loading into the HMS database.

Evaluating Medical Condition of Patients *(Data Analysis, Machine Learning)*

- Diagnosed patient health based on predicted health scores using EDA & modeling. Leveraged Random Forest & Gradient Boosted Decision Tree models with significant & engineered features to predict health scores.

Parallelizing Conway's Game of Life *(Parallel Computing, Automation)*

- Utilized high-performance scientific techniques to achieve efficiency of 5.5 times when scaling automation problem to 8 cores compared to a sequential run.

Visualizing Olympics Performance *(Data Visualization)*

- Leveraged D3.js, HTML, & CSS to create an interactive visualization of Olympics athlete data.

TECHNICAL SKILLS

- **Technologies** : Python, MATLAB, R, SQL, MySQL, SAS, Java, Tableau, Power BI, CUDA, Docker, PowerShell, Google Analytics, Google Tag Manager, Linux, Excel VBA, Git
- **Libraries** : PyTorch, TensorFlow, Pandas, NumPy, PySpark, XGBoost, NLTK, OpenCV, Ggplot, Selenium
- **Cloud** : AWS, SageMaker, S3, Snowflake, EC2, Airflow
- **Expertise** : Statistical Modeling, Market Mix Modeling, Predictive Analytics, ETL Tools, Deep Learning, Data Wrangling, Data Analysis
- **Certifications** : Generative AI with Large Language Models (LLMs)

EDUCATION

Master of Science in Data Science | University of Massachusetts Dartmouth | *North Dartmouth, MA* *2023*

Btech in Electronics Engineering | National Institute of Technology Karnataka (NITK) | *Surathkal, India* *2020*

PUBLICATIONS

- Context-aware Multimodal Auditory BCI Classification through Graph Neural Networks.
- Adversary on Multimodal BCI-based Classification.