Rudraksh Kawadkar

E-commerce Data Analyst | Retail Customer Service

CRM | Amazon Development Center India

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Profile Summary

Analytics professional currently working as **E-commerce Data Analyst** at **Amazon Development Center India PVT LTD** with over 5+ years of overall experience and **a year of strong experience in Data Analysis**, **Modelling, Mining, Validation & Visualization** with large data sets of **Structured and Unstructured Data**. A year of working experience with **big data tools & technologies**.

I am a great **Data Science enthusiast** and having been certified in **Master in Data Science With Power BI**, I've done many projects like **Amazon Seller Sales Analysis** where I gained hands-on experience with tools like **Python** and its libraries **Pandas**, **NumPy**, **Matplotlib**, and **Seaborn** to perform **Data research, Data visualization, and Market Research**.

I've also worked with **Database Management Tools like SQL Server Management Studio** and am well-versed with **DDL**, **DML Statements**, **Joins, and Functions**.

Work Experience

E-commerce Data Analyst (Retail)   Dec 2018 - Present
Amazon Development Center India PVT LTD

- Extensive experience in **Data Analytics** for satisfying marketing campaigns.
- Good knowledge of **Spark Architecture and its ecosystem**.
- Having extensive knowledge of the **PySpark Framework** in **storage**, **writing queries**, **processing**, and **data analysis**.
- Imported information from different sources such as **AWS S3, and EC2** and converted them into **Spark Dataframe** for analyzing data.
- Worked on various file formats like **Parquet, CSV, JSON**, etc.
- Experience in optimizing the **Spark Jobs and Hive SQL Queries**.
- Improved **query performance** by applying various **spark optimization techniques**.
- Good knowledge of business process analysis, performance measurement, and quality.
- **Cleaning, Pre-import Validation & Data Analysis through Pandas** to predict and forecast the outcome for the **business, and complete market research** by applying the **data aggregation and graphical representation** using **Matplotlib and Seaborn**.
- Using customer and seller data, market trends, and reports to get a clear picture of the department's operations and ways to improve them.
- **Numerical Analysis using the NumPy for the given dataset**.
- Quick learner and up-to-date with industry trends, excellent written and oral communication. Analytical and problem-solving skills, good team player, ability to work independently, and well organized.
- Awarded the **"Best Employee of the Year"** above and beyond performance during the Financial Year 2020.

Software Developer (Android)   Sept 2016 - Feb 2018
Emorphis Technologies PVT LTD

- **Design and build applications** for the **Android platform**.
- Collaborate with cross-functional teams to **define, design, and ship** new features.
- Work with outside **data sources and APIs**.
- **Work on bug fixing and improving application performance**.
- Continuously **discover, evaluate, and implement new technologies** to maximize development efficiency.
- Help **maintain code quality, organization, and automatization**.

Technical Skills

Programming Languages - Python, SQL

Big Data Technologies - PySpark, Yarn, Databricks, Azure Data Factory

Data Processing & Visualization - Numpy, Pandas, Matplotlib, Seaborn, Plotly

BI Reporting - Power BI

Database & Web Services - SQL, Amazon Web Services

Application Servers and Frameworks - Jupyter Notebook, SQL Server Management Studio

Operating System - Windows 10

Soft Skills & Abilities

- Effective communication and negotiation skills.
- Exploratory Data Analysis.
- Project Management & Process Optimization.

Education & Certification

Master of Computer Applications Devi Ahilya University	**2013 - 2016**
Bachelor of Computer Applications Devi Ahilya University	**2010 - 2013**
High School Examination Madhya Pradesh Board of Education	**2007 - 2009**
Secondary School Examination Madhya Pradesh Board of Education	**1995 - 2007**
Masters in Data Science with PowerBI Console Flare	

Rewards & Recognition

- **Individual Excellence Award -** For consistent performance as a Software Developer.
- **The employee of the Year Award -** Excellent performance during the financial year 2020.

Get in touch!

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Projects

Amazon Seller Sales Analysis FY 2021-22

- Identification of the sales over dates.
- Finding most sales based on states.
- Payment method analysis for the products sold and identification of the products returned to the seller.
- What was the shipping fee based on the payment method
- Correlation Analysis.

North America Retail Warehouse and Customer Satisfaction Analysis

- Analyzing and visualizing the number of warehouses in geography.
- Analyzing order price and order total.
- Analyzing and visualizing how many customers are happy with the service.

Amazon Seller Sales Analysis FY 2021-22

- Most of our sales come from Budget older families, mainstream young singles/couples and mainstream retires.
- The higher sales in the case of the mainstream category are due to higher customers in retired and young single/couples. But the same is not in the case of the budget category, as older singles/couples have the highest customer proportion in budget but the sales are higher in the case of budget Older families.
- Older families and Young families buy more chips per customer.
- The largest size is 380g and the smallest size is 70g.
- The no. of transactions(sales) kept on increasing till 24th December 2018 and then there is a break in the graph on 25th Dec 2018. The break is due to the day being a Christmas day on which shops and all remain closed and therefore there were no transactions(sales) on that particular day.

Big Data Analytics of Amazon USA Customer Reviews

- Identifying the total number of products present in the dataset.
- Calculating average product rating reviews for each product.
- Figuring out N-reviewed products sorted by count.
- Overall product rating for all those products which are present in the top N-reviewed products.
- Identification of all the users who have reviewed each product.
- Finding all the records partitioned by the date on which the product was reviewed.
- Finding all the product information for each unique star rating of the product by dividing it into different categories/bins.
- Recommending the products to the user based on the star rating.
- Finding the count of the reviews grouped by date for each product.
- Finding the count of products for each product star rating.