Sankalp Bhagat

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Linkedin | GitHub | Tableau

Summary

Determined, analytical and innovative Analytics Professional with **2 years** of experience in supporting companies to expand market share and generate revenue in **Finance/Insurance Domain.** Passionate about finding patterns and trends, and translating information into usable and practical terms that ensure a company's success through informed decisions and actionable strategies. Possesses acumen **in business intelligence, quantitative analysis, and data mining.**

Tools & Technologies

Tableau	Alteryx	Python	R	GIT
CSS	HTML	MS Excel	MS SQL Server	PostgreSQL

Work Experience

Backend Developer Intern
Rein Technologies, Halifax NS   **Sep 2018 – Feb 2019**
- Explored and documented a variety of external datasets, identifying relevant information and presented findings.
- Wrote Python scripts that interacted with external APIs, and pulled and inserted data into the database based on relational model.
- Validated internal data transformations, ensuring data quality and management.

Graduate Research Assistant
Change Lab Action Research Initiative (C.L.A.R.I.), Halifax NS   **Oct 2018 – Jan 2019**
- Performed web scraping, data cleaning, and pre-processing of information that sourced researchers from partner universities for community development projects.

Graduate Research Assistant
Saint Mary's University, Halifax NS   **Aug 2018 – Jan 2019**
- Created visualizations on Tableau that explored listing data.
- Performed secondary research, identifying relevant features that affected house prices.
- Wrote Python scripts that predicted house prices using machine learning algorithms.

Business Data Analyst
EXLService.com, India   **Mar 2016 – Nov 2017**
- Enabled US credit unions to do targeted offerings through on-going credit card analytics support.
- Shared exceptions reports and summarized findings through scorecards, presentations and dashboards, making recommended strategies based on competitive analysis and cost-benefit scenarios builders.

Projects Undertaken:

Credit Limit Increase Campaign:
- Increased wealth of credit card portfolio by doing out CLI campaign, increasing post-campaign profit per card per month by 12%.
- Applied Decision Tree and Segmentation approach, finalizing optimal credit limit for eligible members.

Holiday Spend Campaign:
- Crafted right offers for members that generated motivation in credit card spend during festive season, resulting in a 15% increase in card utilization and activating 10% of non-active members.

Balance Transfer Campaign.
- Created marketing campaign that increased usage of credit card through convenience check.
- Used Decision Tree and Segmentation approach in identifying members for targeted campaign.
- Resulted in 5% higher response rate and 50% YOY balances for targeted members.

Education

M.Sc. in Computing and Data Analytics,
Saint Mary's University, Halifax NS **Jan 2018 – Apr 2019**
Relevant Coursework: Business Statistics | Database Management Systems | Business Intelligence | Data Mining

M.B.A. in Finance
Ahmedabad University, India **Jul 2014 – May 2016**
Relevant Coursework: International Finance | Economics | Quantitative Methods | Equity & Alternate Investments | Portfolio Management | Derivatives & Risk Management

B.Tech. in Petroleum Engineering,
Pandit Deendayal Petroleum University, India **Jul 2008 - May 2012**

Academic Projects

Credit Card Fraud Analytics:
- Predicted 91% of credit card fraud which could save 85% of losses as determined through application of logistic regression in Python.

Clustering of Customers & Products on Sobeys's Dataset:
- Applied K-means algorithm on Sobey's retail transaction data, and created customer clusters based on number of purchases and price, pairing customers with targeted items.

Movie Search Engine:
- Built a simple content-based recommender system using Python that suggested movies based on ratings and simplified movie selection for end users.

Twitter Analysis @ Scotiabank:
- Built an analytical dashboard on Tableau.
- Created Twitter marketing strategies for Scotiabank, based on optimal dates and times for posting in addition to most popular platforms that expanded audience reach and engagement.

Global Superstore Analysis:
- Built visualizations in **Tableau** and analyzed company's profit and sales by market, product, and customer, sourcing information of top selling items according to geographical region.

Awards and Recognitions

- **Won 2nd price** at Data for Good Hackathon by creating an internet-based "decision tree" app designed to help individuals understand and access relevant programs and services.
- **Won 3rd prize** at Data Analytics Hackathon around an idea of generating revenue through buying behavior in low revenue stores.
- **Awarded "Spot Card"** for hard-work and on-time delivery of an urgent project at EXLService.com.