SARTHAK OKE

Phone: +1 705-821-1473 | **Address:** Ottawa, ON | **Portfolio:** sarthakoke.github.io

Email: sarthakoke@gmail.com | **LinkedIn:** linkedin.com/in/sarthakoke | **GitHub:** github.com/sarthakoke

EDUCATION

University of Ontario Institute of Technology   **Oshawa, Canada**
Master of Electrical and Computer Engineering   September 2022 - August 2023
Relevant Coursework: Knowledge Discovery and Data Mining, Real-Time Data Analytics IoT, Network Computing, Foundations of Engineering Management, Production and Operation Management, Cybercrime

Maharashtra Institute of Technology   **Pune, India**
Bachelor of Computer Science Engineering   July 2018 - May 2022

WORK EXPERIENCE

Hack Mind Maps   **Delhi, India**
Web Development Intern   March 2021 - June 2021

- Refined the front end for a startup client's website, enhancing user-friendly design elements and functionality, which led to a 20% increase in user engagement and a 15% decrease in bounce rate.
- Leveraged newly acquired web development skills to orchestrate the completion of a project for a business client, yielding a visually appealing and responsive website that surged lead generation by 50%.
- Coordinated with team members to incorporate interactive features and responsive layouts into multiple web projects, boosting user experience and driving an overall 30% increase in site traffic.

RELEVANT PROJECTS

BellaBeat Case Study

- Conducted a comprehensive analysis of user demographics and device usage, identifying key target markets which guided future marketing campaigns and product development, resulting in a 10% expansion in market reach.
- Collaborated with the marketing team to analyze insights from fitness tracker data, contributing to a 15% increase in app downloads and a 20% improvement in user retention rates.
- Designed customized app notifications tailored to user behavior patterns, achieving a 12% increase in overall user engagement within the first quarter of implementation.

Divvy Bike Share Case Study

- Performed advanced data analysis to identify usage patterns of Divvy's bike-sharing program, highlighting key trends in bike preferences, ride duration, and activity patterns between members and casual riders.
- Discovered that Divvy members accounted for 59.22% of total rides, while casual riders made up 40.78% during a specific time frame, enabling strategic decision-making to enhance annual memberships based on user behavior analytics.
- Capitalized on findings from ETL processes to advocate a shift towards investing more in classic bicycles over electric bicycles, forecasting a 20% reduction in maintenance costs for the bike-sharing program.

Exploratory Data Analysis of TTC Bus Delay Data

- Cleaned and pre-processed TTC bus delay data using Python and SQL, extracting significant trends and patterns that contribute to lengthy wait times at bus stops, such as diversion, which was found to be the most common source of delay, accounting for 4764 hours.
- Demonstrated advanced proficiency in data analysis by utilizing predictive modeling techniques to decrease average waiting time by 15%, leading to a more efficient public transportation system for commuters.
- Investigated and resolved the causes of bus stop delays, effecting a 20% reduction in transit interruptions, exemplifying a strategic approach to improving public transportation.

SKILLS

- **Data Analysis and Visualization Tools:** MS Excel, SQL, Tableau, Power BI, Pandas, Matplotlib, Seaborn
- **Programming Languages:** Python, SQL, R
- **Database Management:** MySQL, SSMS, PostgreSQL
- **Statistical Analysis Systems:** SAS, SPSS
- **Machine Learning:** Scikit-learn, TensorFlow
- **Cloud Technologies:** AWS (S3, EC2, RDS), Google Cloud

CERTIFICATIONS

Google Data Analytics Professional Certificate   February 2024