



Siddhartha Patra

Student, Data Analytics, St. Clair College

Data Science Enthusiast with a desire to implement AI for the betterment of humanity



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SKILLS

Programming Languages
(Python, R, SAS)

Data Visualization Tools
(Tableau, PowerBI)

SQL (MySQL,
Procedures)

Data Cleaning, Data
Manipulation, Data
Visualization, Feature
Engineering

Machine Learning
(Multiple Linear
Regression, Polynomial
Regression, K-Nearest
Neighbor, Logistics
Regression, KMeans
Clustering, Hierarchical
Clustering, Decision
Tree, Random Forest,
Support Vector
Machines, Naïve Bayes
Classifier)

MS Office (Word,
PowerPoint, Excel)

Soft Skills (Critical
Thinking, Problem
Solving, Storytelling,
Time Management,
Business
Communication)

WORK EXPERIENCE

Senior Marketing Analyst

Deloitte USI

06/2018 - 07/2021

Hyderabad, India

Achievements

- Support Data-based Client Account Management & Marketing activities of leading US-based financial services companies across various sectors.
- Conduct research and provide insights on industry, sector & company specific trends, news, and analysis with account team leadership.
- Design and develop data visualization dashboards for our marketing campaign, projects & opportunities pipeline data using Excel and Tableau.
- Advise leadership on account marketing plan through data-based insights, after soliciting engagement level feedback from clients.
- Design, construct, modify, integrate, implement database management systems for client contract management using SQL.

EDUCATION

Data Analytics for Business

St. Clair College

07/2021 - Present

Windsor, Ontario

Post Graduate Diploma in Management

Institute of Management Technology

2016 - 2018

Nagpur, India

Bachelor of Technology (Petroleum Engineering)

Pandit Deendayal Petroleum University

2012 - 2016

Gandhinagar, India

PERSONAL PROJECTS

High value customers identification for an E-Commerce company

- Used RFM Analysis and K-Means Clustering algorithm to recommend a 5-cluster solution to identify and predict high value customers (<https://github.com/siddharthapatra/K-Means-Clustering-for-Customer-Segmentation>)

CERTIFICATES

IBM Data Science Professional Certificate

<https://www.coursera.org/account/accomplishments/specialization/certificate/Y7NFP5PFRQHF>

Machine Learning Advanced Certification Training

<https://certificates.simplicdn.net/share/1889448.pdf>

Tableau Desktop 10

<https://certificates.simplicdn.net/share/1524692.pdf>

Power BI

<https://certificates.simplicdn.net/share/1578064.pdf>