

Naman Pandey

Data Analyst

Management graduate from technical background with analytical, project handling and team player skills. Striving to create a positive impact in the firm and in career, leveraging knowledge and experience in the field of Machine Learning.



naman.vatsa210@gmail.com

8800346536

Gurgaon, India

namanpandey.in

linkedin.com/in/naman-pandey-62a881a7

github.com/gentleman101

EDUCATION

Data Science And Engineering (PGP) Great Lakes Institute Of Management

04/2019 – 09/2019

Master Of Business Administration (MBA) Gautam Buddha University

2016 – 2018

7.1 CGPA

B.Tech (Computer Science and Engineering) Gautam Buddha University

2013 – 2016

7.1 CGPA

WORK EXPERIENCE

Data Analyst Adglobal360 Pvt. Ltd (Hakuhodo Inc.)

10/2019 – Present

Achievements/Tasks

- Procuring and aggregating data from multiple sources and compiling it into a utilitarian and pragmatic format.
- Providing effective and reliable decision making insights by conducting hypothesis testing and using machine learning algorithms.
- Creating interactive BI solutions and delivering intelligible dashboards.
- Provide 'cost optimization' solutions by building sophisticated analytical Models.
- Maintain database by setting and enforcing standards and controls.
- Present key findings to internal and external stakeholders with the structured comprehensive approach.

Data Analyst Intern Fiserv Inc.

05/2016 – 07/2016

Noida

Achievements/Tasks

- Processing ETL queries to cater requirements of the team.
- Acquired foundation knowledge of Big Data map-reduce.
- Created and formatted reports.
- Maintains database performance by troubleshooting problems.
- Updating job knowledge by participating in educational opportunities, reading professional publications; maintaining personal networks.

SKILLS

Python



SQL/HIVE



Machine Learning



PowerBI/Tableau



Google Analytics



MS Excel



DATA SCIENCE PROJECTS

Marketing Mix Model (Maruti Suzuki India Ltd)

- Worked and collaborated in a team of 4 for the data synthesis process, solution design and creation of actionable insights.
- Collected and collated data from different marketing platforms, such as Google analytics, Google ads, Facebook Ad manager etc.
- Execute engagement and pricing studies based on historic marketing data and developed sophisticated analytical frameworks that optimizes expenditures on marketing campaigns.
- Conducted Hypothesis testing to validate decision making using experimental data.
- Implemented analytical models using H2O.ai and python script like Linear Regression, Gradient Descent, Random Forest, Cluster analysis (K-Mean), Sampling, ARIMA (Time Series Forecasting).

Loyalty Program for Black-Friday Dataset

- Capstone project on Black-Friday data set, which makes recommendations of products that are to be included in the loyalty program of the stores.
- Implemented analytics approach to understanding data using sophisticated machine learning algorithms
- Python, Tableau, Hypothesis Testing, Inferential Statistics, Data Visualization

Tweet Sentiment Analysis

- Understand the sentiments of the general public on COVID19 medical emergency based on tweets downloaded using Twitter API and python script.
- Used NLP text-processing package "Text-Blob" and Tweepy to understand and segregate sentiments of public based on keywords they use.
- Implemented in depth EDA for better understanding of trends and popular words used by twitterati.

CERTIFICATES

Neural Networks and Deep Learning (01/2020 – Present)

INTERESTS

Football

Lawn Tennis

Reading