

Taj Patel

Contact Information

Email: tajpatel58@gmail.com
Mobile: 07815443811
Portfolio Website (Hyperlink): <https://tajpatel-portfolio.co.uk>

Professional Experience

Kantar - Data Scientist

August 2022 - Present

- Collaborating with Google and Meta in projects aimed at modelling the reach of marketing campaigns across digital platforms; aiding in ad spend optimization for clients.
- Extended the probabilistic model for tracking marketing campaigns from 3 to N platforms and built into production.
- Developing data processing pipelines using PySpark and deploying to production.
- Writing of unit tests and end to end testing on Azure Data Factory/Databricks.
- Continuous development of front/back-end features that directly affect the final advertiser/client.

Darktrace - Data Analyst

November 2021 - August 2022

- Developed a "lead scoring model" aimed at boosting the conversion rate from leads to customers.
- Constructed a Forecasting model that projected lead generation targets to achieve sales objectives; directly reported findings to the Head of Lead Generation.
- Conducted Ad-Hoc Data Mining to extract insights for stakeholders and visualised results through Power BI dashboards.
- Supported marketing teams by assessing campaign effectiveness and its impact on overall business results.

Education

Ai Core - ML/DS Training

September 2021 - March 2022

- Data Engineering, Data Science, Cloud computing.

Imperial College London - MSc Applied Mathematics

October 2020 - October 2021

University of Warwick- BsC Mathematics with Statistics

October 2017 - June 2020

- 77% - First Class Honours
- Ranked in top 10 in 1st & 2nd Year

Projects on Github

Personal Chatbot

- Developed and deployed a NLP chatbot on my portfolio website, which allows recruiters/hiring managers to ask questions about my personal life/skills/experiences.
- Built using PyTorch and deployed using Docker + Google Cloud Platform.

Cheapflights Web-Scraper

- Built production grade WebScraper with Selenium to gain familiarity with the ETL process.
- Deployed using Docker on an EC2 instance and stored data on RDS and S3.

Links (Hyperlink)

- LinkedIn
- GitHub
- Coursera Machine Learning - Certificate - 08/2021.
- Coursera: Big Data Analysis with SQL - Certificate - 10/2021.
- Coursera: DeepLearningAI MLOps Course - Certificate - 03/2023.

Skills

- Proficient with: Python(Pandas, Numpy), Git, SQL, MlFlow, Databricks, PySpark, Azure.
- Familiar with: Docker, Prefect, Sci-kit Learn, PyTorch, PowerBi.