TIRTH PIPALIA
Software Developer | Business Analyst | Data Analyst

Location: Dublin, Ireland

Contact: +353 899826033

E-mail: tirth20198@gmail.com

LinkedIn: linkedin.com/in/tirth-pipalia

Website: tirth-pipalia.github.io

Visa: Stamp 1G

SUMMARY

Self-stater and passionate contributor when working alone or as a part of a productive team. Highly proficient user of several technologies like python, SQL, Java, agile development methodology, to provide the next generation of technology solutions. Incorporate analytic, problem-solving and communications skills essential in dynamic and challenging environments where accuracy and efficiency are crucial. Passionate to be more accountable, innovative, and collaborative. Willingness to learn and develop customer-centric software.

TECHNICAL COMPETENCIES

Programming Languages: python | java | C++ | HTML | CSS | Java Script | Go | jinja | SQL | XML |

Web Frameworks: Django | Flask | Bootstrap | Django REST API |

Tools & Technologies Docker | Kubernetes | GitHub | Linux | PowerShell | Apache Tomcat | Jupyter |

Database System: MySQL | Postgres | MS Access | Aurora | Oracle | MongoDB | SQL Server |

AWS Cloud Computing: SageMaker | EC2 | RDS | QuickSight | S3 | IAM | CloudFront | Lambda |

Data Visualization: Tableau | PowerBI | plotly | ggplot |QuickView | seaborn | shiny | MS Excel |

EDUCATION

Master of Science in Business Analytics (Grade: 2.1)   September 2019 – October 2020
Dublin Business School – Dublin, Ireland
Relevant Coursework: **Data Analytics, python, Agile, SQL, Software Development Lifecycle, Machine Learning**

Bachelor's in Computer Application (Grade: First Class)   June 2016 – March 2019
Pune University – Pune, India
Relevant Coursework: **Object-Oriented Programming, Software Design, SQL, Relational Database,**

WORK EXPERIENCE

Brand Marketing Analyst   February 2021 – Present
The Digital Marketing Institute – Texas, USA
- Contributing to advertising and promotion of client products with the help of the Digital Marketing Strategy.
- Analyzed consumer data and create recommendations on products and market need using Google Analytics.
- Strategized content plans that align with enterprise strategy, value, and overall brand with 4 team members.

PROJECTS AND REPORTS

MARKET ANALYSIS USING BUSINESS INTELLIGENCE TOOLS
- Designed 7 dashboards in Tableau using a complex dataset of top 2000 business organization listed by Forbes.
- Communicated key insights through Exploratory Data Analysis and presented a report for more than 50 people.
- Identified 4 business opportunities and 2 business challenges when investing in the Irish Market.

HBO-MAX BUSINESS STRATEGY MODEL
- Data-centric approach for modelling 4 Key Performance Indicators (KPI): Financial, Customer, Process, People.
- Performed SWOT and POTER's 5 analysis on 4 competitors concerning to 2 proposed business models.
- Structured documentation of 25 clear and concise Business Requirements based on 3 categories.

DJANGO REST FRAMEWORK: TOURS & TRAVEL WEB APP
- Created REST API to transfer data effectively, based on MVC Model View Controller architecture in Django.
- Designed and integrated dynamic web pages from 2 Django Modules using: Postgres, SQLite and Jinja.
- Tested & Debugged code for Create, Read, Update and Delete (CURD) methods using python Requests package.

BUSINESS INTELLIGENCE FORBES
- Collected data of top 2000 companies according to Forbes in the year 2020 for generating market insights.
- Built and maintained 5 Dashboards using Tableau, and 1 pivot table for top 100 companies.
- Identified 3 precise business opportunity and overcome 5 challenges to gather Business Knowledge from data.

STATISTICAL AND MACHINE LEARNING APP: R, SHINY, RSTUDIO
- Generated easy to consume graphical charts for 3 probabilistic model and 3 Machine Learning models.
- Added 4 descriptive analysis options essential to manipulate, transform and wrangle data.
- Provided the choice of selecting 3 Machine Learning models: SVR, Linear Regression and Decision Tree.

RESEARCH

Assimilation of Machine Learning and Cloud Computing for Supply Chain Industry
- Integrating 5 cloud technologies of Amazon Web Service: EC2, S3, SageMaker, IAM and CloudWatch.
- Performed Extract, Load and Transform (ETL) process using 3 python package pandas, boto3, NumPy.
- Developed 5 Classification & 5 Regression Models for predictive analytics and forecasting based on 8 metrics.
- Influenced by the mathematical modelling best model was achieved i.e., LightGBM hyper tuned in 5.4 seconds with an accuracy of 84% and the LASSO algorithm generating RMSE value of 0.115.

CERTIFICATES AND ACHIVEMENTS

Amazon Web Services: AWS Cloud Practitioner.
Udemy: 1) Hands-on Python and R in Data Science: Deep Learning 2) Git and GitHub.
Pymetrics Test Result 3 unique traits: Decision Making, adapt to change, Committed Performer.
Published JAVA project paper in "International Research Journal of Engineering and Technology (IRJET).