SHEKHAR YADAV

Email: shekharyadavece10@gmail.com
Mobile: +91-8299531167
LinkedIn: https://www.linkedin.com/in/shekhar-yadav-306/
GitHub: https://github.com/shekhar306

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OBJECTIVE

To seek a challenging position in an organization that provides me with an opportunity to pursue career in the field of analytics and global exposure to excel in my work so as to make a contribution towards the growth of the organization.

SUMMARY

- Bachelors Degree in Electronics and Communication Engineering from NIT Arunachal Pradesh
- Successfully Completed six-month certification course (Business Analytics 360) from AnalytixLabs, Gurgaon
- Excellent interpersonal, communication and analytical skills.

KEY SKILLS

Python | Tableau | Advanced Excel | SQL

- **Analytical techniques:** Regression (Linear), Classification (Logistic Regression), Segmentation and Clustering (RFM, K-Means), Time Series Forecasting, Machine Learning techniques (Decision trees, Ensemble learning, KNN, SVM and Naïve Bayes, ANN, Text Mining.
- **Applications:** Exploratory Data Analysis, Predictive modelling, Visualization, creation of dynamic dashboards & Reports, Data preparation, basic statistics and statistical methods etc.

CERTIFICATIONS

- ❖ Business Analytics 360 | AnalytixLabs | Gurugram
- **Data analytics and visualization using Python, Tableau, Adv. Excel and SQL**
- **Data Science Specialization using Python.**
- Proficient in **Tableau, Advanced Excel and SQL** for the data analysis. Business Analytical Techniques - Segmentation (RFM, K-means clustering), Regression analysis, Classification, Decision Trees and Time Series Forecasting.

RECENT PROJECTS

Project 1: Laptops Sales Prediction (Data Visualization).
Description: Objective of this project is to define the product strategy and pricing policies that will maximize company projected revenues.
Analytics Tools: Tableau

Project 2: Sports Equipment Case Study (Data Visualization)
Description: Objective of this project to analyse combined Revenue generated across different countries in a year.
Analytics Tools: Tableau

Project 3: Credit Card Spend (Identifying the key drivers of card spend)
Description: To predict the credit card spend and identifying the key drivers of the card spend which help to define credit limit for new customers & increase it for existing customers.
Analytics Tools: Python

Project 4: Walmart Store Sales Prediction - Forecasting
Description: The objective was to predict store sales using historical markdown data.

Analytics Tools: Excel, Python

Project 5: Network based anomaly detection
Description: The problem statement was to perform classification using appropriate techniques and identify whether the given cyber activity is Attack or Normal. Data Set was having approx. 1.5 lacs events and 50 features.
Analytics Tools: Excel, Python

Project 6: Credit Card Segmentation
Description: The objective was to develop a customer segmentation to define marketing strategy. The sample dataset summarizes the usage behaviour of about 9000 active credit card holders during
The last 6 months.

Analytics Tools: Excel, Python

Project 7: Bank Reviews-Complaint's Analysis
Description: The objective was to analyse customer reviews and predict customer satisfaction with customer reviews.
Analytics Tools: Excel, Python

Project 8: Online Job Postings
Description: The objectives was to understand the dynamics of the labour market of Armenia using the online job portal post as a proxy. A secondary objective was to implement advanced text analytics as a proof of concept to create additional features such as enhanced search function that can add additional value to the users of the job portal
Analytics Tools: Excel, Python

EDUCATION
- Bachelor's Degree in Electronics and Communication Engineering from NIT Arunachal Pradesh- 2015 (CGPA: 6.79)
- CBSE XII, I.G.J Govt Hr Sec School Pasighat, Arunachal Pradesh, India, 2008
- CBSE X, I.G.J Govt Hr Sec School Pasighat, Arunachal Pradesh, India, 2010

PERSONAL DOSSIER
- Date of Birth: 03 June 1992
- Languages: Hindi, English