Vishwanath Hegde

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EDUCATION

Syracuse University - School of Information Studies   **Dec 2019**

MS in Applied Data Science | GPA: 3.8/4
Related Coursework: Introduction to Data Science | Database Management Systems | Business Analytics | Big Data Analytics | Information Visualization | Data Analytics | Scripting for Data Analysis | Text Mining | Database Security | Principles of Management Science | Internship Studies | Data Analysis & Decision Making

Mumbai University   **May 2014**

B.Tech in Information Technology
Related Coursework: Data Structures & Algorithms | Internet Programming | Data Warehousing & Business Intelligence

SKILLS & ABILITIES

Programming Language: SQL, SAS, Python (PySpark, numpy,tensorflow, sklearn, pandas), R (tidyverse, caret, shiny), C++, HTML
Applications: MS Excel, MS Word, MS Power BI, Weka, Tableau, Adobe Illustrator, Visio, MySQL, Knime, Wireshark, Qualtrics
Digital Marketing Tools: Google Analytics, Google Adwords, Google Webmaster, Semrush
Certifications: Google Analytics, Advanced Healthcare Analytics, Tableau essentials, Building Recommender Systems (Lynda.com)
Achievements: Competent Communicator & Leader (Toastmasters International), Runner up – (Call for code hackathon at Syracuse)
                    SEO efficiency champ (While working at Logicserve)

EXPERIENCE

Teaching Assistant – iSchool Data Analytics – Syracuse NY, USA   **Jan 2019 – Current**
- Grade assignments, exams and quizzes
- Guide 20 online students and 25 on campus students with their assignments related to data mining
- Create solutions of assignments in R and python by using algorithms such as KNN, Decision Trees, Regression and Neural Networks
- Technologies & Application: R programming, Python, SQL Server, AWS EC2

Data Solutions Intern – NYSERDA – Albany NY, USA   **Jun 2019 –Aug 2019**
- Working with staff to understand their data and determine the best approach for meeting their objectives
- Designing, developing, and implementing data solutions for analyzing, reporting and visualizing program metrics
- Assist with data profiling, data modeling, and SQL query development activities
- Using SAS to set up processes to format and load data from flat files into the data warehouse
- Verify data completeness and accuracy of solutions, and test data warehouse functionality
- Investigate data issues reported by the ETL developer, Tableau developers, and staff
- Technologies & Application: SAS, SQL Server, Tableau, Excel, JIRA Project Management Tool

Data Analyst (RA) – Martin J Whitman School of Management – Syracuse NY, USA   **Jan 2019 – Jun 2019**
- Worked on a research project on Entrepreneurship and Neurological Diversity
- Scraped 40k+ relevant emails from websites using scraping tools and Created Surveys in Qualtrics
- Collect, organize and format data obtained from more than thousand responses into a format that can be used for statistical analysis
- Technologies & Application: Qualtrics, SQL Server, Excel, R Commander

Account Manager SEO - Logicserve | Mumbai   **Jan 2016 – Apr 2017**
- Analyzed websites online data and optimized websites to increase organic traffic
- Created a python script that could scrape data on Google and provide SERP ranking reports
- Automated reporting process using excel VB macros, which led to reduction of man hours from 48 hours to 3 hours
- Guided a team of 3 executives to device strategies that revolved around generating high organic traffic to the website
- Increased organic traffic by 40% annually and brought 500+ keywords on 1st page of Google search results utilizing SEO and using tools such as semrush & Google search console to measure performance
- Technologies & Application: SQL Server, Google Analytics Premium, Excel, Python, Semrush

Assistant Project Manager SEO - Starcom Mediavest Convonix | Mumbai   **Aug 2014 – Dec 2015**
- Implemented search engine optimization (SEO) strategies such as website data analysis, keyword analysis, content creation, link building and website performance optimization to improve user traffic and conversion on various websites
- Generated analytical reports and dashboards on Google Analytics to provide actionable insights to the client
- Technologies & Application: SQL Server, Google Analytics, Excel Macros, Google Adwords