**Career Objective;**

Seeking an opportunity to leverage my diverse skills and experience in data science and analytics of data into the Data Analyst position at your organization. Adept at collecting the data, creating insights, analysing and modelling the data set to improve business operational productivity. Bringing proficient knowledge in Tableau, python, analytical skills, statistical insights, extensive knowledge of operations and superb data organizational abilities to help company and clients achieve their goals.

**Profile Summary;**

* **Overall 5+** years of experience in IT industry comprising with various data models for different projects, Deep Learning, developing Statistical Machine Learning algorithms, Time series Forecasting model & data visualizations using **R Programming tool, Python & Tableau**
* Worked on various business problem in **Classification and Prediction problems**.
* Having good knowledge on **Deep Learning Techniques** (Object Detection, Image processing and OCR)
* Perform predictive modeling (Linear Regression, Logistic regression, K-Means Clustering, Forecasting, Decision Trees and other Classification techniques etc.) And other machine learning techniques exercises through extensive usage of various statistical Tools
* Having Hands on experience on **Text Analytics, Sentiment Analysis.**
* Performed EDA on large databases, interpretation & extrapolation
* Worked on **Tableau** to develop the user interactive apps using **Server and UI functions.**
* Strong problem-solving skills Ability to lead production of proposals, working across departments, for complex customer solutions.
* Having Knowledge on writing a **SQL** queries.
* Hands-on Experience in R programming, Python, SQL, R-Shiny, Tableau.
* Strong in Data visualization and reporting techniques.

**Technical Capabilities:**

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| --- | --- |
| Particulars | Technical skills |
| Analytics Tools: | R Programming, Python, SQL |
| Statistical Skills: | Machine Learning Techniques: Descriptive, Predictive, Clustering, Segmentation, Market Basket Analysis, Hypothesis Testing, Logistic Regression, Forecasting.  Deep Learning Techniques: Image Processing, OCR. |
| Data Visualization Tools: | Tableau, PowerBI, Advanced Excel |

**Professional Experience:**

* **CurioSearch Labs India Pvt Ltd.(Spin off Ambertag Analytics)**

**Duration:** Nov 2020 to till date

**Designation:** Senior Data Analyst

* **Ambertag Analytics Pvt Ltd.**

**Duration**: March 2015 to Oct2020. (Initially worked as Intern between March 2015 and August 2015)

**Designation**: Senior Data Analyst

**Certifications**

* Data Science by Excel Solutions.
* Predictive Modelling and Statistics using R by Complete Analytics.
* Lean Six Sigma Yellow belt by Coursera.

**Projects Insights:**

1. **Project Name: Object Detection (Client: - Marlboro)**

**Description:** The Objective of the project is Count the sold product for a specific brand using deep learning.

**Technical Skills: Python, Colab Notebook(GPU)**

**Duration:** 8 months

**Role & Responsibility:**

* + Splitting images from videos and did annotation using label-Img and Dataturks.
  + POC for object Classification using deep learning.
  + POC for object identification using deep learning.
  + Template Matching for Frame detection.
  + Object detection using Template Matching.

1. **Project Name: Telecom (Client: - Telecom)**

**Description:** The Objective of the project is developing a proof of concept for US Telecom Companies to segregate calls based on call quality.

**Technical Skills: Python, Tableau**

**Duration:** 5 months

**Role & Responsibility:**

* + Exploratory data analysis using python for obtaining information related to type of calls.
  + Creating Dashboard using Tableau to present the call quality based on place and type of calls.

1. **Project Name: Materiall (Client: - Materiall Product)**

**Description:** Materiall is an app contain all types of Furniture’s and Dress material is any buyers buy the products it will be saved in data base we need to extract those data and do analysis with that data and did image processing using deep learning**.**

**Technical Skills: Python, nimble box for GPU, R Programming, Tableau**

**Duration:** 16 months

**Role & Responsibility:**

* + Exploratory data analysis using R for obtaining information related to products and users.
  + Affinity analysis.
  + Based on their actions we found which are all the popular products and non-popular products.
  + Based on their action we found which favourite products for each user are.
  + By using Tableau, we created graphs of popular products and users.
  + Converting image to text using RCNN model.

1. **Project Name: Ashirwad (Client: - Ashirwad Pipes)**

**Description**: The Objective of the project is Increase the sales based on customer segmentation, and retention of customer based on sentiment analysis. Time series prediction for next sales so that they can maintain the Inventory (Inventory Management)

**Technical Skills: R Programming, Excel**

**Duration:** 6 Months

**Role & Responsibility:**

* + Exploratory data analysis using R for obtaining information related to Distributors and Dealers.
  + Customer segmentation using RFM Analysis
  + Using audio, converted that into text based on that text we create a dictionary and did sentiment analysis.
  + Date wise aggregating data for time series.

1. **Project Name: E-commerce (Client: - OKIELA)**

Description: The project objective is to build recommendation engine for app and validated on daily basis for its conversion rate, recommendation on purchase pattern pertaining to product and the user.

**Technical Skills: R programming, Excel**

**Duration:** 12 months

**Role & Responsibility:**

* + Exploratory data analysis using R for obtaining information related to purchaser and seller.
  + Validation of conversion rate
  + Techniques used to build model in order to get the recommendations: RFM, ABC, and MBA.
  + To analyse the top products and sellers of the month