Sourav Sethia

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Analytics professional with 5 years of experience in Data Science, Business Intelligence, and Data Visualization. Adept in interpreting and analyzing Big Data for driving business solutions. Proficient in SQL, Python, Tableau, Business Analysis and Predictive Modeling

TECHNICAL SKILLS

Programming & Tools: SQL, R, Python (NumPy, Pandas, Scikit-learn, Matplotlib, Seaborn), PySpark, SAS, SAS JMP, Enterprise SAS Miner, Google Analytics, Tableau, Power BI, MS Excel, Test Rail, AWS, Alteryx, Pig, Spark, Hive

Statistical Modelling: Linear Regression, Logistic Regression, Decision Trees, Random Forest, SVM, Clustering, Neural Network, CNN, NLP, Principal Component Analysis, Explorative and Descriptive Analysis, Web Analytics, A/B Testing

Organizational Skills: Project Management, Team Building, WBS, Risk & Cost Management, Logistics, Supply Chain Management

Databases: Oracle 11g, Teradata, Microsoft SQL Server, Postgres, Hadoop, Snowflake

Others: Jira, MS Visio, HP ALM, Databricks, Google Colab, Jupyter Notebook

CERTIFICATIONS

1. Alteryx Designer Core
2. Building Intelligent Chatbots using AWS
3. Google Analytics Individual Qualification
4. Google Advanced Analytics
5. Advanced SQL for Data Scientists
6. Tableau Data Scientist

EDUCATION

University of Connecticut School of Business   **Jan 2019 - May 2020**
Master of Science in Business Analytics and Project Management,   GPA: 3.8 / 4.0
SRM University, Chennai, India   **May 2009 - May 2013**
Bachelor of Technology in Civil Engineering   GPA: 3.6 / 4.0

WORK EXPERIENCE

Data & Reporting Analyst | Netomi | Gurgaon, India   **Feb 2018 - Jan 2019**
- Conducted ETL Process, extracted data from various sources & conducted analysis using SQL based on business requirements
- Performed a dual role as business intelligence analyst and data analyst to reinstate the investment worth **$3 M** by eliciting, and analyzing functional and business requirements saving **$0.3 M**
- Led a team of five to analyze the functional and technical requirements of an automated email bot and delivered the bot to client with an accuracy of **95 %**

Business Analyst | Aapka Wealth | Gurgaon, India   **Apr 2016 - Jan 2018**
- Integrated chatbot in website which led to the increase in handling of customer onboarding process and queries efficiency by **70 %**
- Developed reports using Spark SQL for various marketing campaigns to monitor KPI's through Tableau dashboard and to understand customer behavior and demographics; provided valuable insights to stakeholders and increased user engagement rate by 12%
- Collaborated with data engineers to implement ETL process, wrote and optimized SQL queries to perform data extraction and merging from various databases achieving a man-hour saving of 10 hours/week

Data Analyst | Tata Consultancy Services | Bangalore, India   **Oct 2013 - Mar 2016**
- Developed predictive models on Insurance data to reduce the turnaround time for commission's processing and enhancing broker dealers and agent's satisfaction by ~25%
- Performed end to end Quality Analysis of Chatbots, data analysis of bot's chat data using ML algorithm's and Natural Language Processing; delivered the bot to clients with **97 %** mapping accuracy
- Partnered with Marketing & Sales Team to track customer lifetime value by leveraging machine learning algorithms to improve customer profiling and presented the data insights using tableau dashboard

PROJECTS

Credit Card Fraud Detection | Python, Google Colab
- Performed Exploratory Data Analysis, SMOTE sampling, feature engineering, hyperparameter tuning and cross-validation
- Developed an anomaly detection model using Logistic Regression with F-1 score of 0.92 and accuracy of 95 %

Yelp Customer Reviews Sentiment Analysis| Python, Natural Language Processing , Tableau
- Analyzed customer reviews data and classified it into 1 star or 5 star based on text content
- Performed punctuation removal, words tokenization, stemming, stop words text parsing, visualizing the distribution of ratings and created sequence of n-grams and scoring and understanding words importance with TF-IDF

Gender Recognition using Hand Images | Python, Keras, Google Colab
- Identified different features of hand using deep learning library called CNN and fine-tuned the model using different number of layers, nodes, batch size and optimizers
- Built a classification model that is capable of distinguishing between male and female with 96 % accuracy