

Sumit Rathod



As a working professional, I leverage my expertise in statistics, machine learning, and programming to extract valuable insights from complex data sets. I have experience in designing experiments, building predictive models, and creating data visualizations to communicate findings to stakeholders. I am proficient in programming languages such as Python, SQL & also in Alteryx. I have a strong understanding of statistical methods and have applied them to solve business problems in a variety of industries. I am also adept at collaborating with cross-functional teams and communicating technical concepts to non-technical audiences.

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WORK EXPERIENCE

Data Scientist (Marketing Science)

Annalect India

03/2023 - Present

Bengaluru, Karnataka

Roles & Responsibilities :

- Working closely with Marketing Science (Data & Analytics) Managers to create data solutions and reporting frameworks that provide insights into clients' marketing activities.
- Data Solution Design & Reporting Frameworks : Understanding the client's business situation and collaborating with leads to create a data solution design for appropriate analytic solutions.
- Developing, Training and Deploying Machine Learning models on specific business concerns.
- Predictive Analysis, Forecasting and Analyzing trends & KPI's to build meaningful stories and presentations that explain media performance and provide actionable insights for the client's media spends.
- QA and Project Management: Maintain, create, and review QA plans for deliverables, troubleshoot issues, and prioritize tasks to ensure timely delivery with high accuracy. Additionally, creating and maintaining project-specific documents is required

Senior Reporting Analyst

TTEC

08/2020 - 03/2023

Ahmedabad, Gujarat

Roles & Responsibility :

- Data Analysis for high volume data and deliver Daily, Weekly, Monthly and Quarterly client performance reports and dashboard.
- Design, build, deliver reports and dashboards, by understanding business needs, for a wide range of requests using data in different formats and from various platforms on a timely and accurate manner.
- Data Visualization: Provide insights and analytics (PowerPoint) to help operations in improving processes, productivity and efficiency.
- Statistics and Mathematical computation by using Advance Excel.
- Prepares ad hoc data extracts, reports, and analysis.

Business Analyst

Genius Engineers Pvt. Ltd.

01/2019 - 08/2020

Vadodara, Gujarat

Roles & Responsibility :

- Identifying and monitoring underlying drivers of cost and revenue variances between actual expenditure vs. forecast/budget, highlighting issues and margin impact where necessary.
- Working with various stakeholders to identify the business requirements, define working methodologies and the expected outcome.
- Technical expertise in creating Dimensional Data Models and database design. EDA with SQL and analysis using Python.

SKILLS

Python

SQL

MS Excel

MS PowerPoint

Data Analysis

Statistical Analysis

Data Visualisation

Advance Excel

MIS Operation

Business Insights

Innovative Project Ideas

Strong written and verbal Communication

Business Report & Documentation

NLP

Power BI

Reporting & Analytics

Insights & Dashboard

Alteryx Designer

Machine Learning

Deep Learning

EDUCATION

B.Tech (Civil Engineering)

Ganpat University

07/2014 - 04/2018

Post Graduate Diploma in Data Analytics & Machine Learning

Imarticus Learning, Bengaluru

CERTIFICATIONS

Artificial Intelligence Foundations: Machine Learning (2018)

Python for Finance: Investment Fundamentals & Data Analytics

Alteryx Masterclass for Data Analytics, ETL and Reporting

ETL (Extract, Transform and Load) | Business Data Visualization | Machine Learning | Data Analysis | Reporting & Analytics