

PRAMATH PARASHAR

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DATA ANALYST \ DATA ENGINEER

Data Analyst experienced in leveraging data to drive strategic decision-making and innovation through completing a market analysis, identifying technology trends, and visualizing and presenting data findings. Skilled in applying technical acumen to logically evaluate and solve client and business problems. Able to improve productivity by automating business processes and analyzing data to produce key business insights.

PROFESSIONAL EXPERIENCE

Data Analyst Intern, Datics INC, Charlotte, NC February 2024 - May 2024

- Conducted in-depth data analysis to uncover patterns and trends, resulting in a data-driven decision-making approach that optimized marketing strategies and boosted sales by 22%.
- Developed SQL procedures and customized queries to import data from SQL Server into visualization tools, resulting in a 5% increase in data-driven insights for decision-making purposes.
- Engineered a data pipeline using SQL, NumPy, and Pandas, improving data quality and speeding up Tableau reporting by 10%, teaming up with analysts to boost forecasting and operational efficiency.

Web Developer, Kent State University, Kent, OH February 2024 - May 2024

- Launched a strategic website enhancement plan for the Africana Studies department driven by the implementation of SMS alerts, which enhanced user retention by 30% and led to a 15% increase in student inquiries.
- Implemented targeted social media ad campaigns that yielded a 50% increase in event attendance
- Partnered with the design team to create compelling visual content that engaged 10,000+ online followers.

PROJECT EXPERIENCE

Analysis of Car Sales Data in Tableau January 2024

- Employed Tableau to analyze car sales data and identify key trends and popular models, resulting in strategic decisions that improved competitiveness through optimized sales strategies and increased revenue by 12%.

Analysis of Netflix Dataset October 2023

- Analyzed Netflix content using machine learning algorithms and data visualization tools, revealing trends that boosted user engagement 10% increase in subscription rates.
- Led a team to improve user experience redesigning the website interface, resulting in a 30% decrease in customer churn and a 40% increase in user satisfaction.

Data Analysis of Walmart Sales August 2023

- Leveraged data techniques linear regression, decision trees, and k-means clustering on Kaggle's Walmart dataset, pinpointed top branches and products, develop targeted marketing strategies, resulting in a 20% increase in user satisfaction.
- Managed NULL values by using mean imputation, resulting in a 10% increase in data accuracy and 20% in prediction accuracy.

ADDITIONAL EXPERIENCE

Technical Support Associate, Pioneer Instruments, Hyderabad, India November 2021 - April 2022

Machine Learning with Python Student Intern, Verzeo, Bengaluru, India March 2021 - April 2021

Web Application Development Student Intern, VVV Infotech, Hyderabad, India May 2019 - June 2019

SKILLS & CERTIFICATIONS

Data Governance & Data Tools: Data Warehousing, Database Management, Data Analysis, Data Visualization, Big Data, UI/UX, Data Quality, Data Processing, Security Controls, Root Cause Analysis, Data Modeling, Data Migration, Data Delivery, Data Transformation, Data Mapping, Data Collection, Data Architecture, Microsoft Excel, Alteryx, QlikView, Tableau, Power BI, MySQL, Oracle SQL, PostgreSQL, SQL Server, NoSQL, MapReduce, Hadoop, PySpark

Programming Languages: Python, C Programming, C++, Java, JavaScript, R Programming, MATLAB, Simulink, Arduino Programming

Cloud Technologies: Google Cloud Platform (GCP), Amazon Web Services (AWS), Microsoft Azure, IBM Watson

Software Development: Spring Framework, JDBC, Test-First/Test Driven Development, Agile Methodologies, CI/CD

Professional: Project Management, Process Improvement, Asset Management, Configuration Management, Scheduling, Prioritization Skills, Database Management, Microsoft Office Suite / MS Office, Problem-Solving

Certifications: Microsoft Power BI Data Analyst, Microsoft Power Platform Fundamentals, Microsoft Azure Data Fundamentals, Microsoft Azure Fundamentals, Introduction to Python Programming, Google Data Analytics Professional Certificate

EDUCATION

Master of Science - Data Science, Kent State University, Kent, OH May 2024

Bachelor of Technology - Computer Science & Engineering, Malla Reddy Engineering College, India June 2022