

# Deep Mehra

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## SUMMARY

- Over 5 years of IT industry experience in **designing & developing data mining/analytics solutions**, developing and maintaining Business analytics using ETL tools and visualization techniques (**PowerBI, Tableau and Yellowfin**)
- Skilled in developing **statistical models** & providing key insights based on **data analysis**
- Expertise in Relational DB, strong in developing **SQL** procedures, functions and complex queries to implement business logic
- Strong background in **MS Office**, an expert in MS Excel- macros, pivot tables, applying formulas to suit business logic

## CORE COMPETENCIES

- **Programming:** Python (NumPy, Pandas, Scikit-learn, Matplotlib, TensorFlow), **SQL, R**, Microsoft BI Suite (**SSIS, SSRS, SSAS**)
- **Databases:** Relational DB - Oracle, Microsoft SQL Server, SQLite, MongoDB
- **Development Tools:** Visio, Jupyter Notebook, R Studio, **GitHub**, Pycharm, SQL Server, Anaconda, Eclipse
- **Analytical Tools:** R, SAS, Python, Tableau, Advanced MS Excel, Power BI, **Alteryx**

## EDUCATION

### The University of Texas at Dallas

Master's in Business Analytics

Dallas, Texas

May 2020

### Sharda University

Bachelor of Technology [Electronics and Communication]

Greater Noida, UP

May 2014

## PROJECTS

### Prediction of sales for retail store (Python)

- Applied techniques ECDF, store and behavioral analyses and performed time series analysis (seasonality, trend) using various visualizations and Prophet to predict future demands.

### Boston Housing Project (Python)

- Developed **machine learning model** to predict the monetary values for houses using Python with NumPy and Pandas libraries and by training the model using multiple Machine Learning algorithms – Logistics Regression, Decision Tree and Random Forest, with an accuracy of 87%.

### Appliance Energy Prediction (Python)

- Predicted energy prediction of the house by various appliances using Machine Learning algorithms like - multiple linear regression, (b) support vector machine with radial kernel, (c) random forest and (d) gradient boosting with GBM resulting in the best model explaining 97% of the variance in the training set

**Increase sales of a Brand (SAS):** Provided insights as a brand manager of a Bugles to enhance the market share in the Corn Chips industry. Exploratory Data Analysis, Price Elasticity, Customer Segmentation, Cluster analysis, ANOVA, K-Means clustering

**CO2 emissions by car (Tableau):** Designed an interactive dashboard using Tableau and implemented features like animations, cross data source filtering etc.

## PROFESSIONAL EXPERIENCE

### Office of Information & Technology, UT Dallas, Texas

Dallas, TX

#### Data Analyst

April 2019- May 2020

- Automated manual quarterly review of helpdesk employees at the organization level by developing aesthetic dashboards and establishing KPIs using PowerBI
- Acquired data from heterogeneous sources to present insights used for analytics
- Extracted, cleaned and manipulated from multiple sources into reporting objects for analysis for investigation and correction for better understanding of the managers using charts and pivot tables using Excel

### SaxoBank A/S

Gurgaon, India

#### Senior Business Analyst

Feb 2018- Dec 2018

- Communicated effectively with both technical & non-technical stakeholders
- Developed PL/SQL procedures, functions, triggers, indexes to implement business logic
- Built aesthetic graphs using Python matplotlib for business decision making
- Performed regression analysis, customer segmentation & correlation analysis in SAS to understand potential clients

### Birlasoft

Noida, India

#### Associate Developer

Feb 2015 – Feb 2018

- Created complex analytics dashboards, pulling data from 5 data sources to analyze the correlation and seasonality in customer usage pattern.
- Developed and Implemented a scalable ETL (Extract, Transform, Load) solution to compute the pricing and sales of each product category across the portfolio.
- Adhoc data cleansing and standardization using Alteryx
- Prepared and processed data in Alteryx to create reports