RUCHA PRAKASH KADAM

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*Summary*

Experienced professional of 3 years in SQL, Python and Tableau. A great communicator, team playing looking to contribute analytical skills and strong problem-solving skillset to help company grow by turning data into actionable insights.

*Education*

**Master of Science in Information Management**, **Syracuse University, NY Jan 18 to Dec 19 Certification of Advanced Studies in Data Science**

**Relevant Courses**: Applied Data Wrangling, Data Analytics, Natural Language Processing (NLP), Business Intelligence Analytics, Database Management, Data Visualization, System Analysis and Design, Project Management, Risk Management

*Work Experience*

**Data Analyst, City of Syracuse [SQL, Power BI, R] Oct 19 to Present**

* Improved operational efficiency by 17% of 32 libraries by reducing transit time using insights from data analysis in R Studio
* Defined, tracked and reported KPIs of transaction data, designed prototype and implemented data visualization on Power BI
* Extracted and restructured data using normalization in SQL and stored procedures to handle exceptions and cursors.

# Graduate Data Analyst, Syracuse University, NY [SQL, Python, Tableau] Oct 18 to May 19

* Collaborated with internal stakeholders, analyzed enrollment data for 34 graduate programs, to identify KPIs
* Identified trends and patterns in demographic and academic applicant history using Python to find top categories of applicants
* Optimized applicant rates by practicing marketing analysis within BI tool: Tableau and MS Excel, extracted data using SQL
* Spearheaded upcoming marketing strategies by pitching data-driven recommendations to Deans improving the applicant rate

**911 Calls, Data Analytics Project [Power BI, Python] May 19 to Jun 19**

* Extracted and synthesized data using Python programming language to discover the patterns in 911 calls in NJ area.
* Leveraged MS Power BI to build visualizations and interpret trends of 911 calls during day/time of the week.

**Netflix Shows Recommendation, Machine Learning Project [Tableau, Python] May 19 to Jun 19**

* Established actionable insights by analyzing large datasets and observed trends and pattern using Tableau
* Designed a data driven model to work as Movie/TV show recommendation system with Python to assist decision making

# Credit Card Default Prediction, Machine Learning Project [Python, Excel] Jan 19 to May 19

* Scrutinized the data to identify characteristics for predicting customers to default credit card payment with Python
* Analyzed association among variables using correlation - confidence intervals, hypothesis testing, and regression analysis
* Leveraged machine learning classification models like Random Forest, Decision Tree, Ada Boost and Gradient boost to identify trends, patterns and gain predictability accuracy of 81.1% of customer type to default payment

# Gold’s Gym, Relational Database Project [SQL Server, SQL] Aug 18 to Dec 18

* Designed and developed an entity-relationship diagram, a 3NF database management system architecture using database design technique for Gold’s Gym with Oracle 10g to transform flat data into strategic insights, analysis, and reporting
* Increased customer retention by 21% by querying branch wise popular services and professionals using MS SQL Server
* Improved extraction, transformation, and loading by designing system UI and backend relational database systems

**Gun Violence, Data Analytics Project [R, Excel] Aug 18 to Dec 18**

* Performed prescriptive analysis in R to analyze crime patterns across the US to help police departments predict category of crime based on location and time and apply data mining techniques to identify various key factors
* Developed visualization’s poster in Adobe Illustrator displaying insights that got published on the college website

# Senior Analyst Engineer, Capgemini, Mumbai [SQL, SQL Server, AWS] Sep 16 to Dec 17

* Improved website traffic by 15% by implementing product focused analytics with A/B testing and multivariate testing
* Revamped an inventory management system using PL SQL resulting in convenient process mapping for a pharma company
* Configured cloud platform service in AWS like EC2, VPC, Elastic load balancer, improved client’s cost efficiency by 17%

*Skills and Core Competencies*

**Programming languages** : Python(Numpy, Pandas, Matplotlib, Scikit, Keras), R, SAS, SQL, Spark

**Data Visualization Tools** : MS Power BI, Tableau, Qlikview, Looker, Google Analytics

 **Machine Learning Models**: KNN, SVM, Random Forest, Decision Tree, Logistic Regression, Naïve Bayes, Weka

 **Cloud Services:** GCP, BigQuery, AWS (EC2, VPC, S3, Redshift, Lambda, DynamoDB, CloudFormation, billing analysis)

**Statistics**: A/B testing, Multivariate testing, Hypothesis testing, Regression analysis

**Microsoft Office** :Advanced Excel, Word, PowerPoint, SQL Server, Project, Visio