

Paurush Agarwal

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CONTACT

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OBJECTIVE

To seek a challenging position in an organization that provides me with an opportunity to pursue career in the field of analytics and global exposure to excel in my work so as to make a contribution towards the growth of the organization.

SUMMARY

- Bachelors Degree in Computer Science Engineering from SRM University Haryana.
- Having 1+ year of experience working with a reputed organisation in Analytics.
- Successfully Completed 6 month certification course in Data Science from AnalytixLabs Gurgaon (Dec, 2020)
- Successfully Completed certification 'Tableau Desktop Specialist Certification' From Tableau.
- Excellent interpersonal, communication and analytical skills.

KEY SKILLS

[R](#) | [Tableau](#) | [Advanced Excel](#) | [VBA](#) | [SQL](#)

Analytical techniques: Regression (Linear), Classification (Logistic Regression), Segmentation and Clustering (RFM, K-Means), Time Series Forecasting, Machine Learning techniques (Decision trees, Ensemble learning, KNN, SVM and Naïve Bayes, ANN, Text Mining.

Applications: Exploratory Data Analysis, Predictive modelling, Visualization, creation of dynamic dashboards & Reports, Data preparation, basic statistics and statistical methods etc.

WORK EXPERIENCE

(Aug, 2019 - Sep, 2020)

Accenture, Gurugram

Cloud Support Associate

- Worked for one of the largest Airlines in US, creating reports for business from different vendors.
- Developed reports of business users, passengers and operations using Microsoft SQL Server and Excel.
- Created insightful reports using charts, pivots for the data from different vendors.
- Getting data from multiple sources for different airports and created beautiful and interactive visualizations using dynamic dashboards.
- Automated work-intensive processes in excel by leveraging functionality of macros using VBA.

CERTIFICATIONS

❖ [Tableau Desktop Specialist Certification](#) | [Tableau](#)

❖ [Business Analytics 360](#) | [AnalytixLabs](#) | [Gurugram](#) :

(July, 2020 - Dec, 2020)

- **Data analytics and visualization using Tableau, Adv. Excel, VBA and SQL** (July, 2020 to Sep, 2020).
- **Data Science Specialization using R** (September, 2020 to December, 2020).
- Proficient in **R & R Studio, Tableau, Advanced Excel, VBA and SQL** for the data analysis. Leveraging statistical tool R for data management, exploratory data analysis and data visualization. Business Analytical Techniques - Segmentation (RFM, K-means clustering), Regression analysis, Classification, Decision Trees and Time Series Forecasting.

RECENT PROJECTS

Project 1: Laptops Sales Prediction (Data Visualization).

Description: Objective of this project is to define the product strategy and pricing policies that will maximize company projected revenues.

Analytics Tools: Tableau

Analytics Technique: Exploratory Data Analysis & Visualization

Project 2: Pharmaceutical Sales Analysis (Data Visualization)

Description: Objective of this project is leading pharmaceutical company (TabPharma) would like to understand Rx (prescription) Sales and historical performance. This will help them to screen the products and Rx Budget planning.

Analytics Tools: Tableau

Analytics Technique: Exploratory Data Analysis & Visualization

Project 3: Credit Card Spend (Identifying the key drivers of card spend)

Description: To predict the credit card spend and identifying the key drivers of the card spend which help to define credit limit for new customers & increase it for existing customers.

Analytics Tools: R

Analytics Technique: Linear Regression

Project 4 : Banking credit risk analysis

Description: The case required to determine whether the applicant is credit worthy or not, to attract quality credit applicants to maintain an overall profitable portfolio.

Analytics Tools: Excel, R

Analytics Technique: Classification (Logistic Regression)

Project 5: Proactive Attrition Management

Description: The case required to build a model for predicting customer churn at a fictitious wireless telecom company and identifying the key drivers of customer behavior.

Analytics Tools: Excel, R

Analytics Technique: Classification (Logistic Regression)

Project 6: Customer segmentation for a telecom company to define marketing strategy

Description: The case required to develop a segmentation model to define marketing strategy. The dataset summarizes the usage behavior of 9000 card holders during six months and 18 behavioral variables. A detailed customer profiling needed to be done to provide the strategic insights and implementation of strategies for given set of cluster characteristics.

Analytics Tools: Excel, R

Analytics Technique: Segmentation (K-Means clustering)

Project 7: RFM (Recency, Frequency, Monetary) – Value Based Segmentation

Description: To divide the customers into segments based on recency, frequency and monetary from transaction data and understand key value segments.

Analytics Tools: Excel, R

Analytics Technique: Segmentation (RFM– Value Based)

Project 8: Customer Segmentation for one of leading Credit Card Company

Description: The case required to develop the customer segmentation to understand the customer behavior and define strategy for marketing.

Analytics Tools: Excel, R

Analytics Technique: Segmentation (K-Means clustering)

Project 9: Text analysis of Yelp reviews (Predicting star rating of Yelp reviews)

Description: Objective of the project is to predict star rating for each review using the comments reviews posted by users on Yelp for a fictitious area "Phoenix".

Tools & techniques: R

Analytics Technique: Multinomial Logistic Regression

Project 10: UK passenger movement forecasting: Using time series forecasting

Description: The case required to predict the total number of passenger movement from UK for the next two quarters.

Analytics Tools: R

Analytics Technique: Time series forecasting.

EDUCATION

Bachelor's Degree in Computer Science Engineering from SRM University Haryana 2015-2019 (CGPA: 6.8)

CBSE XII, Sanatan Dharm Public School, East Punjabi Bagh, Delhi, India, 20014-15, (Scored: 70%)

CBSE X, Sanatan Dharm Public School, East Punjabi Bagh, Delhi, India, 20012-13, (CGPA: 8.2)

PERSONAL DOSSIER

Date of Birth: 02 October 1997

Languages: Hindi, English

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