GANESH HEGDE | 9880261281; hegderganesh96@gmail.com | https://www.linkedin.com/in/ganeshrhegde | HankerRank- hegderganesh96

Exceptional skill in SQL-based environments, Python and Data Visualization. Highly analytical and detailed with documented track record in full software development life cycle (SDLC) methodologies and Agile techniques.

EDUCATION

BVB College of Engineering and Technology, Hubli   **May 2018**
B.E., Electronics, and Instrumentation Technology

TECHNICAL SKILLS

Analytical Tools: Tableau, Power BI, Jupyter Notebook, Advance Excel, Google Big query, Dataproc
Software's: Informatica PowerCenter, Tecta, Salesforce, bitbucket, JIRA, Kanban board, ServiceNow, Control MATLAB
Programming Languages: SQL, Python, Unix Shell Scripting
Database: RDBMS, Oracle PL/SQL Developer 11g, MySQL
Packages/libraries: Python - pandas, NumPy, pyspark, scikit-learn, regex, openpyxl, XMLTree, Seaborn, BeautifulSoup

BUSINESS EXPERIENCE

NEUSTAR   **2021-Present**
(I)   Data Analyst (Bangalore, India)
- Part of Customer Analytics Team, we design marketing mix models (MMM) helps clients to understand marketing contribution through media tactics, generate predicted revenue based on the future media plan, run optimization to allocate media budget and maximize revenue which uses advanced statistical techniques, logistic regression, time-series, clustering algorithms etc.
- Extracted and transformed heterogeneous data sources including marketing agencies and **third-party data** to **create integrated panel data** containing up to thousand variables and collaborated closely with statisticians and strategy team to define necessary variables.
- Performed advanced cleansing, exploratory data analysis, identifying **data issues** and **data validation** to ensure **data accuracy, quality, and integrity** for model development using complex Spark SQL queries and Python on GCP.
- Manging multiple projects and working cross functionally with Data Ops, Strategists, Technical Project Managers on different projects.
- Identified ongoing risks and pain points throughout the project duration and contributed to improving data acquisition practices, automated data pipelines, data validation methods, mentoring associates.

ACCENTURE   **2018-2021**
(II) Data Analyst– Client, Novartis (Bangalore, India)
- Developed automated python scripts for retiring Salesforce legacy Orgs from Informatica data and performed parsing, extraction, data cleansing using **pandas, NumPy, XMLTree, openpyxl** libraries and performed Impact analysis with report generation using **Tableau**. This work improved SLA for the analysis process from **50 minutes** to **1 minutes** per workflow**.**
- Single handedly designed and developed 40 **mappings** with needed **transformations (Expression, Lookup, router, joiner, sequence generator)**, **sessions,** and **workflows** using **SCD** (Slowly changing dimension) **Type 4 technique** for **Salesforce** data integration from business files according to technical specifications and requirements in **Informatica** tool.
- Worked on building, publishing customized interactive reports and dashboards, report scheduling using **Tableau server** resulting in saving **87%** of the time.
- Worked closely with the engineering and business team using **scrum/scaled agile** methodology
- Participated in requirements meetings and data mapping sessions to understand business needs.

(I) SQL Developer – Client, Credit Suisse (Pune, India)
- Designed/developed tables, views, various **SQL** queries, query performance tuning, stored procedure, database triggers, functions, and complex **PL/SQL** packages for salesforce data migration.
- Performed root cause analysis for bad data by querying approx. **1M records** in Oracle DB with help of **SQL** and then loading them in a **Jupyter notebook**. Closely worked with data engineers to understand structure of data and wrote python routines to collect desired dataset. This led to identification of inefficiencies and lack of validations in the business processes and helped to **fix the problems**.
- Designed **162** SQL QA queries from source to target tables based on transformation rules and lookup tables comparing business and production data with efficiency of **97%**.
- Wrote and optimized **UNIX shell scripts** to reduce manual day to day activities with consistent, thorough approaches which resulted in reduced time consumption by more than **60%**

CERTIFICATIONS

- [Google Qwik Lab Certifications](#)
- Google Data Analytics Specialization - Coursera - Apr 2021
- Certified SAFe® 5 Practitioner - Scaled Agile, Inc. - Jan 2021
- Mathematics for Machine Learning - Coursera - Sep 2020
- Python for Machine Learning, Indian Institute of Technology, Roorkee - Apr 2020
- Data Science Math Skills - Coursera - May 2020

ACADEMIC PROJECT
Statistical Analysis using Python   **Mar 2018 – Apr 2018**
- Evaluated sample data set using EDA (Exploratory Data Analysis), outlier analysis, boxplots, V-lookup, Normal and T-Distribution.

NLP: Social Media Sentiment Analysis
- Developed Python script to extract comment data from YouTube.   **Feb 2018 – Mar 2018**
- Performed EDA, Cleaning, tokenization, stemming and other language processing is done by using nltk and other NLP libraries in python. Designed and modeled Naive Bayes algorithm for data analysis to determine sentiment polarity of data set.

Robust Algorithm for Arrhythmia Detection   **Jan 2018 – Mar 2018**
- Usage of Signal Processing to remove noise in the raw ECG signal we have obtained filtered ECG signal with which we were able to get the BPM value from the QRS complex of the heart beats for the ECG signals taken from physio.net.
- Developed an algorithm using ML techniques **ANN** and **SVM** for the classification of heart beats to detect cardiac arrhythmia in ECG signal. Tools Used: MATLAB

ACADEMIC ACHIEVEMENT
Smart Overtaking Cars, Symposium on Smarter Cities - 2017
- Participated at Ramaiah Institute of Technology, Robert Bosch Centre for Cyber Physical Systems exhibiting our project about communication between the nearby cars via **ZigBee protocol** to avoid misunderstanding while overtaking by informing the drivers of communicating cars.

Phosphorous detection in plants - Krishi Mela at University of Agriculture Science, Dharwad - 2016
- Exhibited our project on the detection of phosphorous content in plants based on the frequency of light emitted by the leaf.