Krunal Chalakh

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PROFILE.

Enterprising analyst with a Post Graduate Diploma in Data Science and an MBA in Operations Management. Delivered projects, which successfully helped teams to drive revenue. Passionate and proficient in deploying machine learning and statistical modelling algorithms for identifying patterns and extracting valuable insights. Skilled in crafting insights into detailed dashboards and reports for internal and external clients.

TECHNICAL (IT) SKILLS.

Data Management

Linear/Logistic Regression, Supervised and Unsupervised modelling, Data Visualization

Computer Science

MySQL, Tableau, Advanced Microsoft Excel, Python (Scikit-Learn, NumPy, SciPy, ResearchPlot.ly, Pandas, StatsModels), HP Vertica (DBMS), SAS, Power BI

Research & Statistics

Data analysis, Market research, Reporting

EDUCATION.

Post Graduate Diploma in Data Science

IIIT Bangalore & upGrad

Sep'2018 - Sep'2019

Post Graduate Diploma in Operations Management

Prin. L N Welingkar Institute of Management Development & Research, Bangalore

Jun'2016 - May'2018

Bachelor of Engineering in Electrical Engineering

Yeshwantrao Chavan college of Engineering, Nagpur

Aug'2011 - May'2015

CERTIFICATIONS.

Lean Six Sigma Green Belt (KPMG), Capstone E-com Project (IIIB & upGrad), Capstone Business Simulation (Capsim).

EXPERIENCE.

Deputy Manager II – Analyst

ICICI Bank *Jan'2019 - Dec'2020 |Bengaluru, IN*

- Applied advanced statistical techniques in order to derive patterns and identified different risks from the assigned portfolio database.
- Analysed large raw data (mining, cleansing, structuring) for different campaigns to generate actionable insights for business improvements.
- Created ad hoc reports for the leadership team to develop strategies for effective management of clients.
- Enhanced client management by providing risk tolerance assessments, market-related theories (fundamental and technical analysis) and created excel dashboards to showcase client's funds trajectory for different time periods.
- Developed solutions by using cutting-edge technology to solve business problems ranging from optimization of customer experiences to revenue generation and other business outcomes.
- Improved and optimized product functionalities, and designed strategies by partnering with product and sales teams.
- Recommended & implemented best practices around the application of predictive modelling to identify clients for different offers.
- Implemented stakeholders management to identify opportunities for leveraging data to drive revenue.

Data Analyst Intern

Zinnov Management Consulting *Mar'2018 - Jun'2018 |Bengaluru, IN*

Client Name: Microsoft Corporation

- Created a competitive analysis for Microsoft Corporation's Cloud (Azure) to understand the cloud market.
- Discovered various segments and sub segments for different industries (like pharmaceuticals, media, telecommunication, banking and automobile) to understand the scope for Microsoft.
- Interpreted data to significant insights and created reports from researched data.
- Conducted quality check for extracted data with the help of different resources (websites and press notes).

Operations Data Analyst Intern

NEEV Credit *May'2017 - Jun'2017 |Bengaluru, IN*

- Analysed NBFC (Non-Banking Financial Company) market to plan competitive advantage.
- Conducted a market survey among existing customers and prospects to understand and improve customer satisfaction.
- Improved day-to-day operations by applying various six sigma techniques.
- Automated existing management information system (MIS) to reduce major errors by 40%.
- Reduced cycle time of loan approval process by 25%.

ACADEMIC PROJECTS.

Capstone E-com Project (IIIB & upGrad)	*| Sep '2019 - Oct '2019* **Company:** ElecKart Ecommerce ➢ **Problem Statement:** To optimize marketing budget to improve revenue of ElecKart ➢ **Solutions:** 1) Conducted exploratory data analysis (EDA) on available data and identified KPIs. 2) Developed marketing mix model to maximize the profit. 3) Build and validated different models (Lasso Regression, Ridge Regression, Multiplicative, Distributed Lag, Koyck) to optimize the budget.
Data Science Projects & Case Studies	*| Sep '2018 - Aug '2019* 1) Analysed data of movies (between 1916 and 2016) to find insights. 2) Created **user-defined function (UDF)** to build recommendations system for buy, sell or hold stock suggestion on the basis of moving average. 3) **Investment case study:** Identified companies for Asset management companies for investment. 4) **Uber Supply Demand case study:** Performed **EDA** to identify causes for supply-demand gap and visualise data. 5) Performed **inferential statistics and hypothesis testing** on drug samples of Sun Pharma. 6) **Risk prediction Case study:** Performed **exploratory data analysis (EDA)** on data repayment history of bank's loan cases to predict future defaulters. **7) Predictive Analysis:** Predicted car prices with the help of **multiple linear regression model.** 8) Developed **Clustering models** and performed **principal component analysis (PCA)** to find out funding countries for NGO. 9) **Lead Score case study:** Developed **logistics regression model** to predict lead conversion rate for an education company. 10) Determined factors to predict house price with the help of **advanced logistics regression.** 11) Developed a **Support Vector Machine (SVM) model** to classify handwritten digits from 0 to 9 based on a pixel value given as a feature. 12) **Telecom churn case study:** Develop a **logistic regression model** to predict which customers are at high risk of churn. 13) Developed a **decision tree** to predict heart attack. 14) Developed a **random forest model** to find out credit card defaulters. 15) Derived insights for New York Taxi rides data **using Hive Query language**. 16) **Kaggle assignment:** Conducted **exploratory data analysis using Spark** to get insights from tickets charged to citizens of the New York city due to parking problems. 17) Developed **recommendation system** for a beer shop to recommend beer to customers which they are most likely to buy.
Capstone Business Simulation (Capsim)	*| Feb '2018 – Feb '2019* Performed complex business simulation for marketing, strategy, business finance & accounting, cross functional alignment, competitive analysis, workforce to build a successful, focused organization.