

# Vikrant Vinod Patil

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## EDUCATION

### The University of Texas at Dallas

Aug 2017 – May 2019

Master of Science (M.S.), Business Analytics (Dean's Excellence Scholarship)

### University of Pune

June 2013 – June 2017

Bachelor of Engineering (B.E.), Computer Science and Engineering

## SKILLS

Programming Languages: Python, SQL, R, SAS, C++, HTML5, CSS3, Bootstrap Framework, Data Analysis Expressions (DAX)

Databases: MySQL, MongoDB, SQL Server

Tools and Libraries: MS Access, MS Visio, Tableau, Power BI, MS Excel, Hadoop, numpy, pandas, matplotlib, sklearn, lifetimes (Python), ggplot2, tidyverse, dplyr, mice, reticulate, shiny (R)

## WORK EXPERIENCE

### Codersdata, LLC

#### Data Analyst

Apr 2020 – June 2020

- Analyzed the trends and occurrences of errors in historical data with the help of a dashboard in Power BI
- Defined and interpreted data to monitor and track business and operational metrics effectively
- Implemented python scripts for data aggregation and quantitative analyses to generate business insights

### HealthStream Inc

#### Data Analyst

Oct 2018 – Mar 2020

- Developed a RShiny web application to help internal stakeholders to view and compare the revenue data in a fast and efficient way
- Programmed the web application to build dynamic DAX queries with the help of user-specified inputs, to query the tabular data model in Azure Analysis Services
- Developed a method to establish the connection between the R Shiny web application and Azure Analysis Service by using a Python script as an intermediary, referenced the functions created in the Python script, in R, by using R's reticulate library
- Reduced the time consumption for the report generation process by approximately 75%
- Partnered with the sales team to build a sales tracking dashboard in Power BI

## ACADEMIC PROJECTS

### Customer Purchase Prediction using Python

June 2019

- Implemented the modified beta geometric and gamma gamma model using the lifetimes library in python to calculate the customer lifetime value (CLV) and to understand the customer's buying patterns
- Predicted the customers who will make the most purchases, spend the most and simulated the customer's behavior, to find out his probability of being alive, for different time periods

### Classification of Audit Firms Using Python

Feb 2019 – Mar 2019

- Programmed classification models using Python libraries (pandas, numpy, sklearn) to predict a fraudulent firm based on the Audit dataset (UCI Machine Learning Repository) and compared the accuracy scores of the models
- Implemented classification algorithms like knn, Logistic Regression, Linear SVM, Kernel SVM and Decision Tree and found the best parameter for each of the algorithms by using the grid search function

### Morris Hite Marketing Analytics Challenge

Sept 2018

- Led a group of 4 to analyze data and derive insights from a client dataset using R
- Segmented customers using k-means clustering based on frequency and recency of purchases; recommended strategies to acquire more customers and to get a larger share of wallet as compared to the direct competitors by visualizing data in Tableau

### Predictive Analytics on Shopko Dataset

Jan 2018 – May 2018

- Led a group of 5 to analyze and extract insights from a real-world retail dataset using SAS
- Performed data cleaning and preprocessing, built predictive models and segmented data using k-means clustering
- Implemented market basket analysis, logistic regression, elasticity model, marcomm analysis and predicted financial implications of the suggested marketing strategies; proposed marketing strategies which improved the company revenue by 27%

### Data Analysis Using R

Jan 2018 – Feb 2018

- Performed data cleaning, data preprocessing and exploratory analysis on a real-world dataset from UCI Machine Learning Repository and extracted insights using R
- Implemented Market Basket Analysis using Apriori algorithm to predict frequent itemset and item-based recommendation algorithm based on a customer's past purchasing pattern and visualized data in R using the ggplot2 library

## ACCOMPLISHMENTS

- **On-Board Real-Time Object Tracking System using All-terrain Mobile Robot** - Patent filed on 18th August 2017 in Patent Office of India (Patent Status: Pending)
- **Object Tracking Bot using On-board Jetson TK1: An Approach to Reduce Communication Overhead and Time Delay** - Research Paper published in IEEE Xplore on 12th April 2018