Pranav Mahesh Jambhale.

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SUMMARY

Detail-oriented and analytical Data Analyst with a strong educational background in data science and machine learning. Possess hands-on experience from an internship, where I honed my skills in data manipulation, visualization, and analysis. Proficient in leveraging various analytical tools to extract actionable insights. Eager to apply my skills and contribute to data-driven decision-making in a dynamic organization.

EDUCATION

Scaler Institute, Bangalore — **Associate Degree in Data Science & Machine Learning**
CGPA :. 8.5 — October 2022 – August 2024

MPKV University, Rahuri — **Bachelor's Degree in B.Sc. (Hons.)**
CGPA: 7.5 — June 2017 – June 2022

TECHNICAL SKILLS:

Languages: Python, SQL
Frameworks: Numpy, Pandas, Matplotlib, Seaborn, Scikit-learn, TensorFlow
Data Analysis & Visualization: Tableau, Power BI, Excel
Other Skills: Data Analysis, Data Visualization, Data Cleaning, Machine Learning

PROFESSIONAL EXPERIENCE

Retail Transactions Data Analyst (Internship) — **Internship Studio, Pune (June 2024 –July 2024)**

Led RFM analysis on 125,000 transactions, segmenting customers for targeted strategies.

- Resulted in a 20% marketing effectiveness increase and 15% higher customer retention.

Improved data quality by 25% and reduced processing time by 30% through merging datasets, enabling timely decision-making insights.

Created visualizations to reveal behavior patterns, increasing campaign response rates by 10% and customer lifetime value by 12%.

Contributed to 8% revenue growth.

PROJECTS

Customer Profiling of AeroFit Treadmill

Developed a customer profiling system using Python libraries for AeroFit's treadmill products, optimizing marketing strategies.

- Identified a 53.7% probability of male customers and 42.3% for female customers purchasing AeroFit treadmills.
- Discovered a preference of 61.1% among customers aged 21-30 for 'KP281' and 75% of those earning less than $60,000 annually choosing 'KP281' and 'KP481'.

Streaming Service Data Exploration and Visualization on Netflix

Discovered Netflix holds nearly 70% of movie content and 30% of TV shows, advising diversification to boost viewer retention.

- Suggested optimizing content length to 160 minutes for movies and 3 seasons for TV shows, enhancing audience engagement.
- Proposed releasing TV shows during Indian vacations to capture peak viewership, focusing on popular movie actors for content selection.

ACHEIVEMENTS :-

TATA Forage Data Visualization Certificate
HackerRank SQL (Basic Level Certification)
HackerRank SQL (Intermediate Level Certification
Geekster Certification of SQL Completion (Basic to Advanced)
Internship Studio - Data Analytics (Internship and Training Certificate)

Interests:-

- Swimming
- Watching movies
- Badminton
- Learning new technical skills