Rajesh Hugar

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SUMMARY

Passionate data-driven analyst, specializing in applying data analysis and algorithms to address real-world business challenges. Experienced in deploying highly effective predictive models across diverse industries, with a track record of accurately forecasting consumer behaviour and consistently delivering tangible results.

PROFESSIONAL EXPERIENCE

Data Analyst **Mar '23 - Present**

Course5i Intelligence | Mumbai, IN

- Utilized text analytics techniques to extract feature and competition keywords.
- Performed data scraping to gather relevant information from various sources.
- Conducted sentiment analysis on social media platforms data to gauge public opinion.
- Analyzed brand presence and competitiveness by preparing Share of Voice (SOV) metrics.
- Proficiently scraped data using Python from a variety of online sources.
- Conducted aspect-based sentiment analysis to gain detailed insights.

Machine Learning Engineer **Jun '20 - Feb '23**

Micro Technoid Private Limited | Bangalore, IN

- Utilized advanced querying, visualization and analytics tools to analyze and process complex data sets.
- Compiled, cleaned and **manipulated data** for proper handling.
- Tested and validated models for accuracy of **predictions** in outcomes of interest.
- Created charts in **Jupyter Notebook** to perform analysis & visualize data using **Matplotlib,Seaborn**
- Modeled predictions with optimum number of features using feature selection techniques.
- Extracted and assessed data from databases to drive improvement of product development and **business strategies** and processes.
- Developed intricate **algorithms** based on deep-dive statistical analysis and **predictive data modeling**.
- Developed an **algorithm** to understand **customer behavior** leading to **60% success** in targeted marketing campaigns

KEY SKILLS

Data Visualization, Exploratory Data Analysis(EDA),Predictive Modelling ,Sentiment Analysis, Statistical Modeling, Clustering & Classification, Data Analytics , Data Mining ,Quantitative Analysis ,Web Scraping ,Machine Learning Algorithms, Predictive Analysis, Data Analytics, Hypothesis Testing, Model Development ,Natural Language Processing,WordEmbedding,SentenceEmbedding,Text Analytics,Image Classification,Object Detection

Business Analysis,Business Intelligence,Business Analysis & Strategy

TECHNICAL SKILLS

Tools: Python, MYSQL, MongoDB,PostMan,Flask,Git,Jupyter Notebook,Power BI,Excel,AWS

Packages: Scikit-Learn, NumPy, SciPy, Pandas, NLTK, BeautifulSoup, Matplotlib, Statsmodels, Jupyter Notebook,Spacy,Seaborn,Tensorflow,Hugging Face,transformers,Glove,Selenium,

Statistics/Machine Learning/Deep Learning: Statistical Analysis, Linear/Logistic Regression, Clustering, Regularisations,Linear/Logistic Regression, SVM, Ensemble Trees, Random Forests,YOLO,ANN,CNN, Clustering, Gradient Boosted trees,KNN,K-Means,DBSCAN,Cross Validation,Feature Selection & Scaling

PROJECTS

Project 1: Cross Sell Prediction

- Problem Statement: The Client wanted to increase the penetration of services within its Customer Base through a data driven approach
- Developed a model to predict the leads which was used by the sales to the sales team to start pitching the target customers .
- Through this process, the conversion rate is drastically **increased by 60%** and also the **Credit Card Penetration increased by 13.5% to 18 %** following the focused approach as compared to the previous approaches which would results in missed opportunities and diminished customer-satisfaction

Project 2: Auto Insurance Claims Management System

- Problem Statement: The Company requires a method for Assessment of the claims and wanted to mitigate the risk involved & expediate the process of the claims Settlement.
- Used Statistical modelling to analyse the claims based on the previous claims handled data and use it in Real time Analysis of the upcoming claims and verified it against the existing claims
- This Process resulted in faster claims settlement (**process optimization**) and reducing the **Operational Claims Expenditure**

Project 3: Product Review Analysis

- Problem Statement: Client wanted to enhance their product experience by using the reviews from the customers.
- Used Natural Language Processing for Sentimental Analysis of the reviews using Machine Learning Algorithms and further used the Key phrases for finding the Pain points.
- These Pain points which were then shared to the respective Product Team to enhance the user Experience by finding the solution ,the model helped in increasing the user experience which in turn boosted the product sales by **4.5% QOQ**

Project 4: Aspect Based Sentiment Analysis

- Problem Statement: The Company required Aspect-Based Sentiment Analysis for applications like Airtel Wynk, Spotify, and Jio Saavn, using data from the Play Store, to gain valuable insights into user sentiment and application performance.
- Gathered and preprocessed user reviews from the Play Store, then applied advanced word embedding to represent the text numerically. Identified key aspects discussed in reviews and classified them into positive, negative, or neutral sentiments. Utilized XGBoost for aspect-based sentiment analysis.
- Achieved **87% accuracy** in classifying aspects and sentiments within user reviews, providing valuable insights for product development and marketing strategies

Project 5: Text Mining and Sentiment Assessment

- **Market Buzz Analysis**: Quantified the extent of discussions about product features and competition in data sources.
- **Sentiment Assessment**: Examined the sentiments expressed in a range of data sources, spanning subreddits, Discord, social media, and influencer content.
- **Product-Specific Tracking**: Monitored how particular product features performed for four designated product codes, identifying these features through proximity techniques and their combinations.

Project 6: Review-Based Product Assessment

- Problem Statement: The Company sought to enhance their product quality by conducting Aspect-Based Sentiment Analysis for their products and those of their competitors. Data was collected from E-commerce websites, encompassing both product and competitive reviews.
- Data Collection: Gathered and preprocessed reviews from various E-commerce websites.
- Sentiment Analysis: Utilized the advanced Roberta model for review sentiment analysis and the ABSA package for aspect sentiment classification.
- Aspect Identification: Identified key aspects discussed in reviews and classified them into positive, negative, or neutral sentiments.
- The project yielded significant results with an **84% accuracy** rate in classifying aspects and sentiments within user reviews. These insights provided valuable information for product development and informed effective marketing strategies.

EDUCATION

Bachelor of Engineering **Jun '12 - Jul '16**

AISSMS, COLLEGE OF ENGINEERING | PUNE,IN

Top 15 % of the class

65 % (FIRST CLASS)

ADDITIONAL INFORMATION

Languages: English, Marathi,Hindi and Kannada

CERTIFICATES

IBM Data Science Professional,Coursera

Data Science fundamentals, Coursera

Getting Started with AWS Machine Learning, Coursera

Data Science Fundamentals with Python and SQL Specializations,Coursera

Getting Started with AWS Machine Learning,Coursera