

Parth Tripathi *Data Analyst*

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PROFILE

Dynamic Data Scientist with 5+ years of experience in advanced analytics, machine learning, and NLP. Demonstrated success in developing and deploying Generative AI models, including chatbots and large language models. Certified in **Six Sigma Yellow Belt**, **Data Analyst in Python**, **Data Analyst in SQL**, **Power BI Analyst**, and **AWS Data Analytics Speciality**. Proficient in data manipulation, cloud computing, and data visualization for strategic decision-making and enhanced efficiency.

SKILLS

Programming Languages: Python, R, SQL, SAS, C/C++, Matlab, Linux, HTML

Packages: NumPy, Pandas, Matplotlib, SciPy, ggplot2, Keras, PyTorch, Scikit-Learn, TensorFlow, Seaborn, Selenium, RestAPI, Hugging Face, Falcon

Tools: Tableau, Power BI, Looker, Quicksight, Power Automate, Office-365, G-suite, AWS, CISCO, GCP, Azure

Database: MySQL, SQL Server, Redshift, Hadoop, Databricks, NoSQL, BigQuery, Alteryx, Snowflake

ERP Tools: SAP, Salesforce, Microsoft Dynamics, Microsoft Visio, Microsoft Sway

PROFESSIONAL EXPERIENCE

Research Analyst

05/2023 – present

St. Clair International Department

- Developed a generative AI chatbot for the department, increasing user engagement by 40%.
- Optimized the Generative AI model using advanced Large Language Model techniques (Qlora and Lora), resulting in a 57% improvement in response accuracy and relevance.
- Implemented AI solutions to streamline processes, reducing response time by 50% and enhancing user experience.
- Conducted hyperparameter testing, achieving 70% increase in accuracy, & utilized LLAMA 2 model for instant chatbot responses.

Data Analyst

10/2020 – 12/2022

Neilsen IQ

- Orchestrated a high-performing administrative team of 10, through coaching and career advancement, driving efficiency and excellence.
- Enhanced the data collaboratively with Henkel, TCCC, and PepsiCo, achieving a 2x increase in operational efficiency.
- Created actionable dashboards and reports with Power BI and Excel, driving a 40% improvement in strategic insights.
- Led Nielsen's transition from Google to Microsoft, training 500 employees on M-365 E5 license utilization.

Data Associate

05/2018 – 09/2020

Numerator

- Deployed Power Automate & Python to streamline daily advertisement data collection, processing over 1000 records.
- Administered in-depth advertisement analysis, categorizing each by the advertiser within 24 hours of indexing.
- Produced eminent Excel reports for Fortune 100 clients, and developed Tableau and Power BI dashboards, for enhanced reporting.
- Automated ad-content analysis, improving overall accuracy by 30%.

EDUCATION

Masters in Data Analytics for Business

01/2023 – 05/2024

St. Clair College

Bachelor of Engineering in Electronics and Communication

07/2013 – 05/2017

Gujarat Technology University

PROJECTS

Global Coding Automation

- Problem: Manual file copying and pasting processes consumed time and were error-prone. Processing Excel data into SharePoint master files was inefficient and caused delays.
- Solution: Employed Python automation to eliminate manual effort, resulting in a 10x increase in inefficiency. Python scripts seamlessly integrated Excel data into SharePoint, reducing processing time by over 80%

Predatory Pricing

- Problem: Lack of insights into major market holders' dynamics hindered strategic decision-making. Understanding the market share dominance of key companies was crucial for identifying predatory pricing practices.
- Solution: Conducted comprehensive analysis using Python, Regression, and MS Excel. Discovered that the top 3-4 companies controlled 70-75% of the market, enabling informed pricing decisions.

Automated Operations and Real-Time Notifications

- Problem: Traditional data collection and notification processes consumed time, and caused delays in operations and communication.
- Solution: Implemented Power Automate automation to merge email data collection and real-time notifications. Eliminated manual intervention, accelerating processes by 5x and ensuring 100% accuracy. Notifications were directly delivered to Teams, cutting delays by 90%.