

AMEY NEHULKAR

Data Analyst: Product Data Management

PROFILE SUMMARY

- Data Analyst with a track record of transforming, wrangling, and meticulously cleaning product data to unlock its full analytical potential.
- Highly skilled in utilizing advanced statistical analysis techniques, predictive analytics, and machine learning algorithms to unearth hidden patterns and drive business innovation
- Passionate about leveraging data-driven approaches to shape strategies, optimize processes, and achieve tangible results.

PROFESSIONAL EXPERIENCE

Analyst ▶ eClerx

Mar 2021 – Present

- Proficient in data collection, validation, and analysis of product data from multiple sources including databases and websites.
- Skilled in utilizing SQL queries to clean, transform, and wrangle data for effective analysis.
- Expertise in data automation using Excel Power Query and VBA Macro, streamlining data processing and report generation.
- Proven track record of optimizing data-driven decision-making processes through automation and advanced data analysis techniques.
- Demonstrated ability to enhance accuracy and efficiency by leveraging analytical problem-solving skills, resulting in a remarkable 10% reduction in errors.

PROJECTS HANDLED

❑ BlackHawk Enrichment (Facets and Attributes) | BlackHawk Industrial

- Conducted competitive analysis to identify key areas for improvement on Blackhawk Industrial Supply's Website
- Utilized technical analysis to identify website performance bottlenecks and optimize site speed and user experience
- Implemented strategic changes based on analysis findings, resulting in a remarkable 22% increase in the conversion rate
- Streamlined the product search functionality, enabling customers to quickly and easily find the industrial products they need
- Proactively monitored website performance and conducted ongoing analysis to identify further optimization opportunities

❑ Supply Chain Project (Capstone Project)

- Leveraged advanced data processing techniques, qualitative analysis, and statistical modeling to meticulously clean and analyze the dataset. Developed a robust machine learning model that successfully detected anomalies in the weight of the Noodles destined for warehouse shipments.
- Evaluated model performance and reported a 50-unit difference with 5% improvement in weight optimization and translated regression-based algorithm into data driven solution that solved the business need along with enhanced operational efficiency.
- Tools: ANOVA, Ensemble Learning, Machine Learning, Linear Regression Algorithm, Exploratory Data Analysis, Feature Engineering, ANN, Predictive Modelling, Performance Metrics, Data Visualization, Tableau

❑ Online retail Orders Analysis (PoC)

- Designed new SQL queries identifying bottlenecks and tracking of specific SKUs in given database.
- The overall results from the project were positive and was able to identify customer trends, behavior and addressed key areas of improvement, which led to increased customer satisfaction, sales and profitability with precise inventory management
- Skills & tools: Recency Frequency Monetary, Market Basket Analysis, Joins, Sub Queries, SQL-clauses-statements- conditions MySQL Workbench

❑ Visualizing Insurance Claims using Tableau (PoC)

- Increased understanding of insurance claims by 20% through interactive dashboards.
- Developed highly effective dashboards and reports, showcasing root cause analysis and storytelling ability, resulting in 25% improvement in problem-solving and preventive measures, while effectively communicating insights to decision makers.

CONTACT

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SKILL SET

- Data Analysis
- Process Optimization
- Data Visualization
- Data manipulation
- Data Modeling
- Business Process Modeling
- Cross-functional Collaboration
- Liaison & Coordination

TECHNICAL SKILLS

- Supervised Learning - Linear Regression, Support Vector Machine Regressor, KNN Regressor, Decision Tree Regressor, Lasso and Ridge Regressor, Decision Tree Classifier, KNN Classifier, Logistic Regression, Naive Bayes Classification, Linear discriminant Analysis, Ada Boost, Gradient Boosting, XG Boosting, Bagging.
- Unsupervised Learning - K-means Clustering, Agglomerative Clustering
- Dimensionality Reduction - Principal Component Analysis
- Time Series Forecasting
- Statistical Methods - Descriptive and Inferential statistics, Probability, Hypothesis Testing, ANOVA, Univariate Analysis, Bivariate Analysis, Sampling
- BI Tool - Tableau
- RDMS Language - MySQL

ACADEMIC CREDENTIALS

- PGP – Data Science and Business Analytics | Great Lakes Executive Learning | 2022
- Mechanical Engineering | SPPU, Pune | 2020