Sarthak Taneja

Toronto, Ontario, Canada ✉ sarthaktaneja1996@gmail.com ☐ (905) 782-7047 in www.linkedin.com/in/sarthakshive/ ☁ https://sarthakshive.github.io/

EDUCATION

Postgraduate Program in Artificial Intelligence
George Brown College · Toronto, Canada · 2023

Bachelor of Technology in Computer Science
Symbiosis International University · Pune, India · 2019

EXPERIENCE

Senior data Analyst
Airtel   **April 2022 – September 2023, Gurgaon, India**

· Increase conversion rates by 20% by developing a highly personalized marketing strategy through micro-segmentation of the target audience based on their unique attributes, tracking their adoption rate and conversion, and tailoring messaging accordingly.
· Improve customer retention and loyalty by 15% by gaining a deep understanding of the postpaid customer base, their needs and preferences, and creating targeted campaigns to address them.
· Increase operational efficiency by streamlining data collection and analysis through building a pipeline on Python using Pyspark for creating the dataset, and leveraging SQL to stitch the postpaid customers with their relevant attributes.
· Enhance decision-making capabilities by creating a user-friendly Tableau dashboard with real-time updates and actionable insights for business stakeholders.
· Achieve a 10% increase in revenue growth by continuously monitoring and optimizing the marketing strategy based on real-time feedback and data analysis.

Data Engineer
Wipro   **December 2021 – April 2022, Gurgaon, India**

· Efficiently track and manage all bugs in the ETRM system using powerful tools such as SQL, Power BI, and Azure.
· Build comprehensive KPIs to monitor the performance of the system and easily provide visibility to the end user (technical support team and oil trading exchanges)
· Enhance the overall user experience by providing real-time, accurate bug tracking and resolution information.
· Improve the quality and reliability of the ETRM system through thorough and systematic bug reporting and management processes.
· Streamline the bug resolution process by using advanced tools and techniques to quickly identify and fix issues.

Data Analyst
Ernst and Young(EY)   **August 2019 – December 2021, Gurgaon, India**

· The implementation of a preventive detection tool for non-payment of mobile bills resulted in a 15% reduction in non-payment, achieved by determining the probability of non-payment by customers on invoices before they are due and classifying them based on their historical information.
· Using Microsoft Azure Data Factory for table creation in SQL Server resulted in a 30% reduction in processing time when processing GBs of customer information in flat files.
· The use of the XGBoost algorithm out of the 700 variables provided by the client resulted in a 20% improvement in accuracy, achieving an AUC score of 0.84.
· Implementing a COVID Resource Planning Tool resulted in a 25% increase in resource utilisation efficiency and a 15% improvement in data accuracy by predicting future COVID cases using epidemiological models and gathering the latest COVID data from credible sources.
· Creating an account statement reconciliation dashboard resulted in a 25% increase in efficiency by providing the finance team with a view of the reconciliation status of their accounts and comparing their risk status with their predicted risk status.
· The automation of email classification and routing using Natural Language Understanding (NLP) resulted in a 40% reduction in manual labor and a 20% improvement in performance by building a dashboard on Tableau to track accuracy and efficiency.

CERTIFICATIONS

Data Scientist Associate
Microsoft Azure · 2019

Data Analyst Associate
Microsoft Azure · 2021

SKILLS

SQL, Tableau, Power BI, Hive, PySpark, Python (Pandas, NumPy, Scikit-learn, matplotlib), Microsoft Azure, Microsoft Excel, Microsoft Powerpoint, Machine Learning, Data Science