Neelay Patel

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EDUCATION

Northwestern University – Chicago, Illinois   **Current GPA:** 3.7   **Graduation Year:** June 2022
- **Degree:** Master of Science (M.S.) in Data Science   **Specialization**: Artificial Intelligence

Rutgers University– New Brunswick, NJ   **GPA:** 3.5   **Graduated Year:** August 2020 *(Accelerated Track)*
- **Degree:** Bachelor of Science (B.S.) in Business Analytics & Information Technology

WORK EXPERIENCE

Panasonic Corporation of North America, *(Newark, NJ)*

Data Architect, Data Analytics (Corporation) May 2022 – Present
- Designed and implemented an Azure Data Warehouse for centralized data storage and self-service reporting. Developed ETL, query optimization, and information validation techniques to handle high velocity, structured and unstructured data processing, and delivery of reporting/dashboards to all teams. Created a unified data model between all systems and enabled single truth for better decision-making.
- Manage team of analysts and developers to design and implement data strategy efforts for ETL jobs and process automation projects.
- Administer, analyze, and dashboard monthly Production Sales Inventory (PSI) forecasting for each of the businesses within the company. Review monthly forecasts with each team to develop a strategic plan for the next month to ensure supply/demand goals are met with SCM.
- Facilitated regular meetings with cross-functional teams to identify process pain points and important tasks and developed strategies for automating decision-making and repetitive processes. Led end-to-end project management, design, development, testing, and deployment of various solutions, from sales commissions strategies to ETL processes supporting CORE Asset Management Tool.

Business Systems Analyst, Data Analytics (Corporation) July 2021 – May 2022
- Managed team of analysts to produce POS reports for each business unit (13) using SAP to extract and load into IBM Cognos for reporting.
- Designed an application in Salesforce that generated over $100 million in resell/renew opportunities for the Sales Team. Existing POS and entitlement data for hardware and software sales opportunities are auto generated for existing customers based on multiple factors of data.
- Supported the adoption of a new commissions tool for the sales team and helped decrease time to claim sales by 25 days with daily ETL. Designed an automated process to extract sales data from SAP, clean the data using Excel Macros, and push to an FTP server for load.

Data Administrator, Master Data (Supply Chain Management) June 2020 – July 2021
- Automated the creation and approval process of new products and product updates using Microsoft SharePoint and Power Automate. Achieved significant time savings, with users saving an average of 84 minutes daily through the automation process.
- Updated data migration process between SAP, Salesforce, and Cognos by modifying feed uploads resulting in 15% more data accuracy.
- Developed and implemented a new lead-driven forecasting model in Salesforce to analyze distributor's likelihood to purchase based on historical data of similar resellers. The organization was 36% more accurate on their quarterly revenue forecasts.

Data Analyst, Master Data (Supply Chain Management) Sept 2018 – June 2020
- Managed many audits on large datasets to maintain product status', pricing, product information, vendor data, factory mapping data, etc.
- Conducted monthly data regression analyses to identify various relationships between market factors and product sales.

PROJECTS

Sneaker Resell/Investment Recommendation Algorithm *(Python)***,** *May 2022*
- Designed a model using K-Means and Networkx with dynamic ETL of 50 recently released StockX sneaker data (name, price, description. release date, etc.) to recommend top 5 sneakers to invest into or resell on the secondary market based on historical events and features.
- Leveraged the TF-IDF vectorizer to cluster sneakers based on their description similarity, generating nodes for brand, color, price, description, and similarity. Utilized edge definitions to connect nodes of each sneaker to itself and others and used the Adamic Adar Measure to compute node importance for generating recommendations.

Autonomous Cars Using Convolutional Neural Networks *(Python)***,** *February 2022*
- Used U-Net CNNs and LIDAR technology to create classification maps of an inputted real-time car video feed and output drivable regions.
- The video feed was converted into images and resized using a vectorizer. Image data was converted into 2D arrays, passed through hidden layers of CNN, and were resized, filtered, and extracted. Binary Classification Model performed with 99.25% accuracy on testing datasets.

Amazon Review Classification & Sentiment Analysis *(Python/Research)***,** *December 2021*
- Binary sentiment classification model was tested on a coffee machine sold on Amazon. Data was extracted using a web scraper and put in tabular format for EDA and preprocessing. Ratings were encoded to represent positive or negative sentiment to be tested on, and TF-IDF Vectorizer was used for feature extraction and to generate a seller insight table based on the most common used phrases in the review data.
- Classification algorithms such as Logistic Regression, Random Forest, Convolutional Neural Network, and Long Short-Term Memory were tested, with the RF + TF-IDF Vectorizer yielding the most accurate classification of review text to positive or negative sentiment.

Hardware Software Resell/Renew Application *(Salesforce, Apex)***,** *December 2021*
- Leveraged Salesforce Service Cloud to extract contract and entitlement data to auto-generate sales opportunities at the warranty close.
- Designed a Python-based model to extract authorized customer information and POS data from SAP, validate against customer data in Salesforce, and recommend opportunities using product data based on hardware upgrades and software matches.

CERTIFICATIONS

Computer Science and Programming Using Python Certificate, *MITx*
IBM Data Science Professional, *IBM (9-course specialization)*
Basic Proficiency with Data Science in KNIME Analytics Platform, *KNIME*

SKILLS

Technical: Java, Python, R, MySQL, Predictive Modeling, Hadoop, Machine Learning, Regression Methods, Statistical Methods, API Development, Data Visualization, Data Analysis, Data Modeling, Data Mining, Hypothesis Testing, Debugging, A/B Testing, Predictive Modeling, KNIME Analytics Platform, Security Protocols, Time Series Modeling, Kernelling, Salesforce, Apex, MS Office (Power Automate, SharePoint, Power Bi)
Non-Technical: Public Speaking, Problem Solving, Organization, Customer Service, Budget Development, Leadership, Project Management, Forecasting, Strategic Focus Thinking, Design Thinking, Data Driven Decision Making, Risk Management, Time Management, Resource Allocation