# Lakshmi Kant
**Data Analyst/Data Scientist**

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in LinkedIn | 🌐 Portfolio | ⌂ GitHub

## Work Experience

### Data Analyst Trainee — Mar 2023 - Apr 2023
MedTourEasy — New Delhi, Delhi

- Developed a predictive model for blood donation using **machine learning** algorithms like **logistic** and **linear regression** based on a dataset of donors.
- Implemented the **TPOT** automated machine learning tool, which optimized the model further and achieved an accuracy of **78%**.
- Identified donors which more likely to donate blood again, resulting in a **15%** increase in the number of repeat donors.
- Presented in the report that includes an overview of the methodology, performance metrics, and recommendations for future improvements.

### SEO Executive — Mar 2022 - Feb 2023
NMT Technologies — Noida, Uttar Pradesh

- Increased organic traffic to the website by **35%** by implementing effective keyword research and optimization strategies.
- Monitored and traced website performance using tools such as **Google Analytics**, Google Search Console, Ubersuggest, and SEMrush.
- Prepared and presented reports on SEO performance to stakeholders, such as senior management or clients.

### Associate Data Scientist — Oct 2019 - Dec 2020
Otroit Consultancy Services — Noida, Uttar Pradesh

- Collected and Evaluated customer and sales data using **Excel**, **Zoho Docs**, **SQL** and **Python** to identify trends and patterns in customer behavior.
- Utilized **exploratory data analysis (EDA), data visualization,** and **A/B testing** to optimize marketing campaigns and improve sales strategies.
- Established a customer segmentation strategy, and increase the response rate of marketing campaigns by **25%**.
- Dedicated to using data to drive business decisions and create impactful solutions for the sales and marketing team.

## Projects

### Data Extraction and Text Analysis — Apr 2023

- Devised Python libraries such as **BeautifulSoup** and **NLTK** (tokenize and stopwords) to perform **sentiment analysis** on 114 articles.
- Classified data extraction, tokenization, and text analysis to successfully discover the major sentiment score for articles.
- Applied NLTK methods to define each of the variables in the analysis with the text data, and engaged with the article of **34%**.

### Prediction Price of Electric Vehicles — May 2023

- Executed **random forest regression** model to predict electric vehicle prices for understanding electric vehicle prices and making informed decisions.
- Using **AME**, **MSE**, **RMSE**, and **R2** metrics and providing valuable insight that improve the model's performance led to an accuracy of **81%**.
- Aggregated and assessed the data by using pandas, scikit-learn, NumPy, and Matplotlib to develop the model. Also created a professional report.

### Analysis of Electric Vehicle Population — May 2023

- Analyzed a large dataset of the Electric Vehicle Population, using **Python, Pandas, Numpy, Seaborn, Scipy, Shapely, Plotly, and GeoPandas.**
- Recognized which models offer the best value for consumers in the USA.
- Performed **exploratory data analysis** and **data visualization** to uncover interesting patterns and relationships between vehicle features.

## Skills

- **SQL Databases:** SQL Server, MySQL, IBM Db2, and BigQuery.
- **Python Libraries:** Pandas, NumPy, Scikit-Learn, SciPy, Matplotlib, Seaborn, Statsmodels, BeautifulSoup, TensorFlow, Keras, and PyTorch.
- **R Packages:** Dplyr, Shiny, Ggplot2, Janitor, Tidyr, and Tidyverse.
- **Advanced MS Excel:** Pivot Table, VLOOKUP, HLOOKUP, Macro, and VBA.
- **Statistical Analysis:** Mean, Mode, Median, StdDev, and Hypothesis Testing.
- **Data Visualization:** Looker, Tableau, and Power BI.
- **Machine Learning Techniques:** Regression, Classification, Clustering, Decision Trees, and Neural Networks.
- **NLP:** NLTK, Tokenization, StopWords, Stemming, Lemmatization, BoW, Word2vec, and Wordcloud.
- **Cloud Platforms:** AWS, GCP, IBM Cloud, and Microsoft Azure.

## Tools and Software

Anaconda ● Jupyter Notebook ● AWS ● GCP ● IBM Watson ● Azure ● Google Analytics ● Google Colaboratory ● VS Code ● Zoho Office Suite ● RStudio ● Power BI ● Tableau ● MS Office ● MySQL Workbench ● PySpark

## Certificates

**IBM Data Analyst** 🔗
Coursera, Mar 2023

**Google Data Analytics** 🔗
Coursera, Jan 2023

**Applied Data Science with Python** 🔗
Simplilearn, Dec 2022

**Data Analysis & Visualization in Python** 🔗
Udemy, Oct 2022

## Education

**BTech, Mechanical Engineering** — 2014-2018
Chaitanya Institute of Technology & Science
Warangal, Telangana State

**ISc (12ᵗʰ), Mathematics** — 2012-2014
Maharaja College
Ara, Bihar

## Interests

**Artificial Intelligence ● Cyber Security ● Robotics ● Automotive ● Internet of Things**