

DHRUV MERCHANT

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EDUCATION

Northeastern University

Master of Science

Coursework: Data Management and Database Design, Computational and Visualization Analytics, Data Mining, Probability & Statistics, Deterministic Operations Research, Project Management

GPA: 3.85/4

Boston, MA

September 2021 - May 2023

Dwarkadas J Sanghvi College of Engineering (DJSCOE), University of Mumbai

Bachelor of Engineering

Mumbai, India

August 2013 - May 2017

PROFESSIONAL EXPERIENCE

HUDL

Senior Data Analyst

Pune, India

June 2019 - December 2019

- Formulated best business practices toolkit at HUDL to increase productivity across company by 10%
- Produced key performance indicators of tasks and presented to senior management improving efficiency by 30%
- Optimized Tableau to create analytical reports focused on customer experience, identifying gaps and providing insights to solve critical business problems, thus increasing operational efficiency by 15%
- Accomplished zero-defect outputs for a 20-member team through quality checks and collaborative team discussions

HUDL

Data Analyst

Mumbai, India

July 2017 - June 2019

- Mapped all employee resource with upcoming engagements on a weekly basis to minimize yield loss at HUDL
- Collaborated remotely with cross-functional technical and business development teams based in US and UK to devise a new product thus advancing revenue by 10%
- Applied data-driven analysis to European football matches, providing the client with tactical insights that facilitated strategic decision-making, resulting in a 15% improvement in team cohesion
- Managed generation of two sets of data, player tracking data and event data for top European football leagues
- Coded and mapped essential indicators relevant for 50 football games on HUDL's software, Sportscode

TECHNICAL SKILLS AND CERTIFICATION

- Programming Languages: Python (NumPy, Pandas, Keras, TensorFlow, Scikit-Learn, Matplotlib), R, SQL, HTML, CSS, Java
- Software tools: Tableau, Microsoft Power BI, QlikView, R Studio, JIRA, MS Excel, MySQL, SSMS, Oracle RDBMS
- Certification (Coursera): Using Databases with Python, Using Python to access Web Data, Python Data Structures

PROJECTS

EARNED INCOME TAX CREDIT ANALYSIS

May 2023

- Developed a comprehensive dashboard in Power BI to analyze Earned Income Tax Credit trends over a 10-Year Period, delivering insights into impact of qualifying children on credit amounts in New York
- Executed ETL processes in Power Query window, cleansing and transforming raw data to ensure 99% data accuracy, leading to more reliable business insights and decision-making
- Engineered an innovative visualization solution integrating responsive charts, slicers, and interactive features; empowered stakeholders to analyze EITC trends, resulting in 25% reduction in manual data analysis time

RESTAURANT MANAGEMENT SYSTEM - DATA MODEL AND DATABASE DESIGN

December 2022

- Spearheaded the design and development of a robust Relational Database Management System for restaurants, leveraging SQL to optimize employee record management, track timely deliveries, and enhance operational efficiency
- Implemented an Enhanced Entity-Relationship model with 17 entities in SSMS for optimal data organization and retrieval
- Programmed views within the DBMS, automating generation of weekly reports on total sales for each restaurant, facilitating rapid access to crucial sales data

ANALYSIS OF US AIR TRAFFIC

May 2022

- Performed data cleaning and data aggregation of 7M+ entrees of US airline departures and passenger travel for 30 years in R
- Created interactive dashboard using Tableau to show busiest flight routes, top airline departures and airline usage by passengers
- Executed hypothesis testing, distribution fitting and implemented a linear regression model in R with 93% accuracy to forecast number of passengers arriving at top five airports in the future