Atharv Avinash Raskar

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Aspiring Business Analyst & Data Science Enthusiast with a strong foundation in Python, SQL, Power BI, and Data Visualization. Passionate about deriving actionable insights from data to drive strategic decision-making.

Education

MIT World Peace University   **CGPA 8.50**

Bachelor in Data Science and Big Data Analytics

Experience

Founded   *Sep 2020 - Oct 2024*

Guitarek - Unleash the Inner Musician!   *Pune, Maharashtra*

- **Analyzed** user engagement patterns and implemented **data-driven SEO strategies**, increasing organic traffic by **50%**.

- **Developed and maintained** a data-backed website, utilizing **Google Analytics & SQL** to track user behavior and optimize content.

- **Built interactive dashboards (Power BI)** to visualize key metrics such as user engagement, traffic sources, and content performance.

- **Managed data pipelines** to extract insights from **5M+ users**, leveraging Python for **trend analysis & predictive modeling**.

Projects

1. Movie Rating Prediction Using Machine Learning

- Developed a **regression model** to predict movie ratings based on user reviews.
- Implemented **natural language processing (NLP) techniques** for sentiment analysis.
- Achieved **85% accuracy**, improving recommendation system efficiency.
- Tools Used: **Python, Scikit-learn, NLP, Sentiment Analysis**

2. Customer Segmentation Using Machine Learning

- Applied **K-Means clustering** to segment customers based on purchasing behavior.
- Identified high-value customer groups to enhance marketing campaign efficiency.
- Boosted customer engagement by **20%** through targeted marketing.
- Tools Used: **Python, Pandas, Scikit-learn, Power BI**

3. Stock Price Prediction Using Time Series Analysis

- Built a **time series forecasting model (ARIMA/LSTM)** to predict stock prices.
- Evaluated **historical stock trends**, market volatility, and risk factors.
- Improved prediction accuracy by **12%** using feature engineering techniques.
- Tools Used: **Python, TensorFlow, ARIMA, LSTM**

4. Fraud Detection in Banking Transactions

- Developed a **fraud detection model** using supervised learning algorithms.
- Implemented **Random Forest & Logistic Regression** to classify fraudulent transactions.
- Reduced false positives by **15%**, enhancing fraud prevention accuracy.
- Tools Used: **Python, Scikit-learn, SQL**

Technical Skills

- **Programming Languages:** C, DSA, Python, SQL, R, VBA
- **Machine Learning Tools:** Scikit-learn, TensorFlow, Pandas, NumPy, XGBoost, Keras
- **Data Visualization:** Matplotlib, Seaborn, Tableau, Power BI
- **Database Management:** MySQL, MongoDB, PostgreSQL, SQL Server
- **Cloud Platforms:** Google Cloud Platform, Microsoft Azure, AWS
- **Other Tools:** Microsoft Excel, JIRA, Trello, Jupyter, Google Analytics, Google Data Studio.

Additional Skills

- **Data Cleaning & Preprocessing:** Handling missing data, normalization, feature scaling, outlier detection, data transformation
- **Statistical Analysis:** Hypothesis testing, regression analysis, multivariate analysis, ANOVA, time series analysis
- **Version Control:** Git, GitHub

Certifications

Infosys AI Foundation Certificate

Intro to ML,DL and Computer Vision, IIT Madras

Google Clouds Computing Foundation Certification

Achievements

HACKATHON MITWPU - 2nd Runner-up - Among 2000+ Talented Teams