

# VARSHA PRABHAKAR

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## PROFILE

- Data Analyst with over five years of experience with a demonstrated expertise in extracting and transforming data to build automated solutions for operations. Proficient in statistical data analysis, machine learning, natural language processing, and business intelligence.
- **Tools and Programming Languages:** Python, R, SQL, Tableau, AWS, SAS, PowerBI, HTML/CSS, JavaScript, Git, Docker
- **Core Competencies:** Statistical Analysis, Data Visualization, Clustering, Predictive Modeling, Data Mining, Machine Learning, Corporate Finance, Big Data, Natural Language Processing, Hypothesis Testing, A/B Testing, Text Mining, Time Series Forecasting, Object Oriented Programming

## EDUCATION

**Purdue University, Krannert School of Management**

**West Lafayette, IN**

**Master of Science, Business Analytics & Information Management**

**May 2019**

- **Relevant courses:** Machine Learning, Computing for Analytics: Python, Data Mining: SAS Enterprise Miner, Using R for Analytics, Management of Organizational Data, Financial Management, Operations Management, Accounting for Managers
- **Academic Projects:**

**AGRO: An AGri-business Recommendation Optimization Engine for Sales Growth Decision-Support (R)**

Built an intelligent agribusiness recommendation optimization engine – AGRO, developed to support an agri-science company's marketing team to identify potential customers, understand market needs, and provide customized and accurate marketing recommendations regarding individual farmers.

**Demand forecasting for a large grocery store chain in Ecuador (R)**

Developed a Decision Support System in R-shiny app to predict unit sales for different items sold at grocery stores in Ecuador.

**Social Listening for Movie Makers (Python)**

Performed sentiment analysis using Microsoft Azure API on YouTube trailer comments for the top 100 movies of 2017 scraped from IMDB, which is then used to predict the sales of a particular movie.

**Vellore Institute of Technology**

**Vellore, India**

**Bachelor of Technology, Electronics & Communication Engineering**

**May 2014**

- **Projects:** Eye Gaze Tracking System, Navigation and Surveillance in a Quad Rotor simulating an Unmanned Aerial Vehicle (UAV), Optical Character Recognition

## PROFESSIONAL EXPERIENCE

**Salud Revenue Partners (Healthcare Revenue Cycle Management)**

**Lafayette, Indiana**

**Database/Applications Analyst**

**June 2019 - Present**

- Designed complex web crawling solutions using Python with focus on KPIs that enable the Accounts Receivable team to work on meaningful accounts (over \$500 million in charges).
- Building a scalable and robust controller framework using Docker container technology that automates web crawling, scraping, and data aggregation.
- Analyzed large datasets using SQL queries to help different business units with data insights.
- Collaborated to build infrastructure and processes for efficient data analytics support.
- Developed data visualizations and dashboards using Tableau to obtain valuable insights for self-pay clients.

**Yokogawa Electric (Process Automation)**

**Bangalore, India|Netherlands, Europe|Abu Dhabi, UAE**

**System Engineer**

**July 2014 – May 2018**

- Designed data visualizations that helped to process alarms and event data in a structured way which greatly simplified the analyses of operations
- Formulated a procedure for the replication of human-machine interfaces and spearheaded a team of five for the same

## LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Vice President – Public Relations of Yokogawa India Toastmasters Club **January 2016 – January 2017**
- Certifications: Tableau Desktop Specialist, SAS Programming – Essentials, Intro to Machine Learning, NLP with Python for Machine Learning, Hadoop 101, Google Analytics
- Basic in French