

# Parth

Email address: Parthp1437@gmail.com



## PROFILE

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Data Scientist with expertise in analyzing complex datasets and developing predictive models. Notably increased customer retention by 20% through insights into behavioral trends, which improved targeted marketing strategies. Additionally, implemented a new data visualization tool that reduced reporting time by 30%, enhancing clarity for stakeholders. Skilled in A/B testing and cross-functional collaboration, offering strong analytical capabilities that drive informed decision-making and support business growth.

## WORK EXPERIENCE

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### Data Scientist

- Analyzed complex datasets to derive actionable insights, which supported strategic decision-making across multiple departments.
- Developed predictive models that increased customer retention by 20%, helping the company understand behavioral trends and improve targeted marketing strategies.
- Collaborated with cross-functional teams to implement a new data visualization tool, resulting in a 30% reduction in reporting time and enhanced clarity for stakeholders.
- Conducted A/B testing on product features, leading to a 15% increase in user engagement and providing measurable feedback for future improvements.

## SKILLS

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Predictive Modeling  
**Professional**

Data Analysis  
**Professional**