Dilip Merala

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SUMMARY

Seasoned analyst proficient in Python, SQL, Spotfire, Tableau, AWS, Alexa skill development, and cross-functional management with over **9 years of experience** leading initiatives across Publishing, Digital, and Education domains

Responsibilities and achievements in past opportunities –

- Conceptualized cutting-edge tech books, developed analytics-driven business cases, performed rigorous code testing, and **managed product life cycle** to generate over £1 million in revenue
- **Founded unique data analytics student organization**, built Alexa skill on COVID-19 info using **Python** and **AWS**, created a facial recognition model using **OpenCV**, and predicted ETA for London cabs using **R**
- Led **concept-to-launch implementation** of digital product for leading Entertainment firm, managed cross-functional resources, and brought in 1.5 million users through effective **web analytics and SEO**

Work style and ethic –

- Energetic, curious, and **creative** leader with expertise in managing multiple concurrent projects/phases
- **Passionate public speaker** with keen interest in emerging processes, tools and techniques, and the Arts
- High emphasis on **integrity**, punctuality, innovation, and **physical and mental health of the team**

PROFESSIONAL CERTIFICATIONS

- **AWS Solutions Architect Associate** (Validation Number- 01WDH531E2B1143S)
- **TIBCO® Certified Associate** for TCA - TIBCO Spotfire® (Certification ID – 5171806)

TECHNICAL SKILLS

- Data Analytics: MS Excel, Google Analytics, AWS Kinesis, regression, KNN, SVM, random forest, clustering
- Programming and Business Intelligence: Python, SQL, R, SAS, NLP, Spotfire, Tableau
- Databases: MS SQL Server, MySQL, Oracle, Apache Spark, Hadoop, MongoDB, Snowflake

EDUCATION

The University of Texas at Dallas	**May 2020**
MS, Information Technology and Management (specialization - Data Analytics)	**GPA 3.6**
University of Mumbai	**August 2008**
Bachelor of Engineering, Electronics and Telecommunication	

TECHNICAL PROJECTS

Alexa Skill Development using Python   **July 2020**
- Built a COVID-19 Alexa skill using Python and AWS Lambda to give current updates on cases, deaths, and hospitalization due to the coronavirus at national and state level

Mental Health Data Analysis using Natural Language Processing   **April 2020**
- Used Python, NLP (natural language processing), matplotlib, seaborn, WordCloud, and Tweepy, to perform exploratory data analysis followed by a round of sentiment analysis on data extracted from recent tweets

Facial Recognition with Python and OpenCV   **January 2020**
- Built machine learning model recognizing faces in real time with 55% accuracy to identify perpetrators

Predictive Analytics with SAS – Retail data   **May 2019**
- Discovered factors to increase spaghetti sauce sales by 26.72%, and predicted churn by determining customer loyalty traits using RFM, logistic regression and survival analysis

WORK EXPERIENCE

Role: Clinical App & Analytical Services Manager   **December 2020 - Present**
Brief Company Insight: Amgen is a leading biotech firm that transforms new ideas and discoveries into medicines for patients with serious illnesses.

- Leverage diverse data to analyze and apply tech solutions and solve problems impacting patient outcomes across multiple therapeutic areas
- Build Spotfire dashboards using Python scripting to present compelling data insights and drive business objectives

Role: Technical Program Manager – voice skill development   **June 2020 – December 2020**
Brief Company Insight: Koalingo LLC (Washington, D.C.) is an analytics firm that assists health care providers via responsible innovations to reduce repetitive administrative tasks and support the shift towards outcome-based care.

- **Led Alexa skill development** project for integration with clinical NLP solutions and digital health services
- Developed reporting solutions using **Tableau** to provide analytics-driven insight to decision-makers
- **Supervised 6 data science interns** to design, plan, and execute projects that achieve business objectives

Role: Technical Lead Intern   **May 2019 – December 2019**
Brief Company Insight: iCode (Frisco, TX, USA) is an after-school coding education firm that specializes in training K-12 students with immersive hands-on tech projects.

- Designed **Python-based** facial recognition system to replace paper sign-ins and reduce login time by 70%
- Trained over 50 students in Python, **SQL**, Machine Learning, and AI through innovative, hands-on projects
- Predicted churn by analyzing customer data using **Tableau** dashboards to present insights to stakeholders

Role: Team Manager – Travel (Digital)   **4 years -> June 2014 – June 2018**
Brief Company Insight: India.com (Mumbai, India) is a subsidiary of Zee Entertainment Enterprises, one of India's largest public listed media companies producing premium content ranging from news and T&L to music and films.

**Responsibilities*:*
- Concept-to-launch implementation of travel website including content and social media strategy
- Manage team of digital writers, from setting KPIs to editing articles and conducting appraisals
- Write engaging feature stories and marketing content to draw in page views

Achievements:
- Achieved 1.5 million monthly views for travel website though data-driven **web analytics**, SEO and marketing
- **Led hiring, workflow, and appraisals** for digital team of six writers by setting KPIs and devising content plan
- Brought in 64,000 concurrent users by writing Rio Olympics LIVE blog, increasing monthly views by 60%

Role: Market Analyst   **4 years -> July 2008 – December 2012**
Brief Company Insight: Packt Publishing Private Limited (http://www.packtpub.com) is a modern and unique international publishing company with a focus on producing cutting-edge books for communities of technical folk.

Responsibilities:
- Discovering, conceptualizing, and defining products by conducting market research and survey analysis
- Writing and presenting compelling business cases with sales forecasting reports to stakeholders
- Planning and monitoring product content and driving meticulous negotiations to contract authors
- Leading cross-functional teams and tracking progress to ensure efficient on-time delivery

Achievements:

- Generated £1 million in revenue by conceptualizing and **leading life cycle** for cutting-edge technology books
- Developed business cases, **drove author contract negotiations**, and created marketing content for 32 books
- Completed global market launch by **managing cross-functional teams**, exceeding target by 50% in Jan 2010

ADDITIONAL INFORMATION

- Professional actor – Performed in three Bollywood films, several viral web episodes, and 14 plays (four in USA)
- Visa status: F1 OPT - Authorized to work in the US without sponsorship till July 2023