

A.Sanjana Senapati

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EDUCATION

Vellore Institute of Technology

Bachelor of Technology in Computer Science and Engineering

8.75 CGPA

July 2021 - July 2025

TECHNICAL SKILLS

Business Growth and Strategy: Market Research, Acquisition, Revenue Optimization, Business Development

Data-Driven Decision Making: Business Intelligence (Power BI, Tableau), Data Analysis, Trend Identification

Technical Proficiency: Python, MySQL, Excel, Pandas, Matplotlib, NumPy, AWS

Process Optimization: Customer Behavior Analytics, Competitive Analysis, Financial Modeling

PROJECTS

AI-Powered Customer Subscription Prediction | Business Growth Project

May 2024 - June 2024

- Developed a machine learning model that analyzes customer behavior patterns to accurately predict the likelihood of subscription, enabling proactive business strategies.
- Utilized historical customer interaction data to identify key factors influencing subscription decisions, allowing businesses to optimize engagement and reduce churn rates.
- Leveraged Matplotlib and Seaborn to create advanced data visualizations, trend analyses, and customer segmentation models, aiding in strategic decision-making and improving business growth initiatives.

Personalized Medical Recommendations with AI | Business Growth Project

November 2023 - March 2024

- Designed and developed an AI-driven healthcare platform that provides personalized medical recommendations based on user-input symptoms, leveraging advanced machine learning models.
- Enhanced customer engagement by integrating a dynamic feedback system, allowing users to refine recommendations, which led to improved trust and user retention.
- Implemented a user-friendly and intuitive interface, ensuring accessibility across different demographics, which resulted in a significant increase in platform adoption and usage rates.

CERTIFICATIONS

Python, Kaggle

Kaggle

21 January, 2023

SQL for Data Science, SCALER

SCALER

23 April, 2023

AWS Certified Solution Architect

AWS

10 July, 2024

EXTRA-CURRICULAR AND ACHIEVEMENTS

Responsibilities |

- Core Member and Team Lead, Management Team, Odia Club, VIT Bhopal (April 2023 - May 2024) – Led cross-functional teams to enhance project efficiency and streamline operations through strategic process improvements.
- Core Member of the Technical Team, FinTech Club (January 2023 - April 2024), developed financial models and led blockchain workshops, improving club projects by 20% and member engagement by 30%.
- Achieved scholarships of 18,000 rupees and 10,000 rupees for outstanding performance in **8th NMMS** and **10th** board exam.

Strategic Impact and Recognition |

- Managed high-budget event planning (Rs 1+ Lakh), driving successful execution with strategic cost optimization.
- Secured scholarships worth Rs 18,000 and Rs 10,000 for academic excellence in NMMS and 10th board exams.
- Recognized for exceptional leadership and growth-focused project management in student-led organizations.