# **Agashthiya M**

## **Data Scientist | Data Analyst**

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## **Professional Summary**

Data Scientist and Analyst skilled in transforming data into actionable insights using Python, SQL, and BI tools. Experienced in predictive modeling, statistical analysis, and time-series forecasting. Built and deployed ML models for customer churn, insurance purchase prediction, and demand forecasting, improving business decision-making and campaign effectiveness. Adept at translating complex data into clear, actionable recommendations for stakeholders.

**Skills**

* **Programming & Data Handling**: Python (Pandas, NumPy), SQL
* **Machine Learning & AI**: Regression, Classification, SVM, XGBoost, Random Forest, Time-Series Forecasting, SMOTE
* **Visualization & BI**: Power BI, Tableau, Matplotlib, Seaborn
* **Data Science Workflow:** EDA, Feature Engineering, Model Evaluation, Hyperparameter Tuning
* **Other tool**: Git

**Experience**

**Data Science Consultant Intern | Rubixe**

* Designed and optimized machine learning models (Decision Trees, XGBoost) to support customer segmentation and improve marketing strategies.
* Performed data cleaning, preprocessing, and feature engineering using Python & SQL, ensuring high-quality datasets and faster model development.
* Conducted model evaluation and hyperparameter tuning to enhance the reliability and performance of predictive models.
* Delivered insights and visual reports to stakeholders through interactive dashboards using Power BI and Tableau, supporting data-driven decision-making.

**Projects**

**Telecom Churn Prediction**

* Predicted customer churn with 95% accuracy and 0.84 F1-score, enabling proactive retention strategies.
* Applied SMOTE to handle imbalance and optimized thresholds for better business relevance.
* Tech: Python, XGBoost, SMOTE, Model Tuning

**Bicycle Rental Demand Forecasting**

* Built time-series and regression models achieving 0.89 R² for daily rental predictions.
* Leveraged weather and seasonal data to forecast demand for resource planning.
* Tech: Python, SVR, XGBoost, Time-Series

**House Price Prediction Model**

* Developed XGBoost regression model achieving 0.90 R² using 79 property features.
* Supported pricing insights for real estate datasets by integrating multiple data sources.
* Tech: Python, XGBoost, Hyperparameter Tuning

**Insurance Purchase Prediction**

* Predicted likelihood of insurance product purchase with 93% accuracy, improving marketing targeting.
* Enhanced model performance using resampling and feature selection techniques.
* Tech: Logistic Regression, Decision Trees, Resampling

**Heart Disease Risk Prediction**

* - Built an SVM-based classifier achieving 92% F1-score, aiding early detection insights for healthcare datasets.
* - Optimized features and preprocessing to enhance prediction reliability.
* - Tech: Python, SVM, Feature Engineering

## **Education**

Electrical and Electronics Engineering|Mepco Schlenk Engineering College | Anna University Affiliated-CGPA: 8.2 / 10

**Certifications**

* Certified Data Scientist – IABAC | Valid: Jun 2025 – Jun 2028
* Certified Data Scientist – Gold Category | NASSCOM FutureSkills Prime (Govt. of India)
* Certified Data Scientist – Datamites Training Program
* Certified Data Science Consultant – Rubixe (Internship Certificate) | Aug 2024 – Feb 2025