



GAUTAM AMAR SHAH

B.Sc. - Data Science

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CAREER OBJECTIVE

I am a passionate data science graduate seeking impactful opportunities to use my analytical skills, programming proficiency, understanding of statistical methodologies and data-driven insights for solving real-world challenges. Throughout my academic journey, I have developed a deep fascination for the data and its potential to drive positive change in various industries. I have developed a strong foundation in data manipulation, data visualization, and machine learning techniques, making me proficient in utilizing tools such as Python, R, and SQL.

As I look towards the future, my primary aim is to continuously expand my knowledge, refine my skills, and push the boundaries of data science applications. I aspire to be a valuable asset to any forward-thinking organization that values innovation, embraces cutting-edge technologies, and recognizes the transformative power of data-driven decision-making.

KEY EXPERTISE

Data Science | Data Analytics | Data Visualization | Tableau | Python | R | QGIS | Canva | Microsoft | Digital Marketing

EDUCATION

Navrachana University

2021 - 2024

B.Sc. - Data Science | CGPA: 8.66 / 10.00

SRJC, Mumbai

2020

12th | MSBSHSE | Percentage: 72.31 / 100.00

SRSV, Mumbai

2018

10th | MSBSHSE | Percentage: 84.80 / 100.00

PROFESSIONAL EXPERIENCE

Ridhaan Immigration | Social Media

22 Jan, 2021 - 22 Jun, 2022

Social Media Manager

Key Skills: Social Media | Digital Marketing | Market Analysis | Tableau

Developed marketing content such as blogs, promotional materials and advertisements for social media. Analyzed and reported social media and online marketing campaign results. Used software such as Tableau to understand and develop a strategies to get better results from Ad Campaign. Utilizing advanced tools like Tableau, I leveraged data-driven approaches to enhance the effectiveness of ad campaigns and achieve better results, contributing to the success of various marketing initiatives.

PROJECTS

Place Recommendation Project - Python and Machine Learning

22 Jan, 2023 - 01 May, 2023

Mentor: Dr. Ashish Jani | Team Size: 1

Key Skills: Python | NLP | Flask | Web Scrapping | Deep Learning

Project Link: <https://github.com/Amgtps/place-recommendation-system>

In my Place Recommendation Project, I set out to build a program that provides personalized travel recommendations using Python and Machine Learning. The main goal was to extract and process data from travel websites through web scraping, enabling users to discover captivating travel destinations.

Efficiently collecting data from various travel websites presented an initial challenge. I used Scrapy, a powerful Python library for web scraping, to crawl and extract valuable information about numerous travel destinations. However, the data was in JSON format, requiring an effective conversion strategy.

To handle and preprocess the raw JSON data, I developed a custom Python script to convert it into a structured CSV format. This conversion streamlined data manipulation and enhanced overall processing efficiency.

Web-scraped data often contains inconsistencies and missing values. To ensure accurate recommendations, I performed rigorous data preprocessing, including cleaning, imputing missing values, and normalization.

To provide geographical insights, I incorporated geocoding techniques to obtain precise latitude and longitude coordinates for each destination. This facilitated interactive map-based visualizations for users.

I used Natural Language Processing (NLP) techniques to categorize destinations based on user reviews and Wikipedia information. Extracting meaningful keywords and topics enriched the accuracy of personalized recommendations.

The core of the project was a robust machine learning-based recommendation engine. Integrating collaborative filtering and content-based filtering algorithms, it generated highly personalized recommendations based on user preferences.

Facial Recognition - Image Processing Project

15 Mar, 2023 - 19 Apr, 2023

Mentor: Prof. Shardhav Bhatt | **Team Size:** 3

Key Skills: Python CNN Machine Learning Web Scraping Image Processing Computer Vision Image Segmentation

Project Link: <https://github.com/pickleprat/Facial-Recognition>

The "Facial Recognition" project is an exciting and entertaining endeavor that uses advanced technologies to recognize the face of the famous public personality, Pewdiepie. The project employs Convolutional Neural Networks (CNNs) to train on Pewdiepie's images and the OpenAI API to learn from AI-generated images that resemble him. Additionally, real people's faces are used to improve the model's performance in identifying Pewdiepie. The goal is to predict with high accuracy whether an uploaded image is Pewdiepie or not.

One challenge faced by the project is the limited availability of data for non-celebrities. As a result, the model may not perform as effectively on faces of individuals other than Pewdiepie. More diverse and abundant data could enhance the model's efficiency. The other was model's accuracy which is affected by the quality of images.

The project successfully demonstrates the fusion of advanced technologies, including Convolutional Neural Networks and the OpenAI API, for facial recognition tasks. Although the model achieved excellent accuracy with Pewdiepie's data, challenges emerged with other faces due to limited data and image quality.

Is India Heading Towards Water Crisis? - Tableau Project

01 Nov, 2022 - 01 Dec, 2022

Mentor: Prof. Dinesh Panchal | **Team Size:** 1

Key Skills: Tableau Data Mining Data Analysis Presentation Data Visualization

Project Link: <https://public.tableau.com/app/profile/gautam5828>

The project "Is India Heading towards Water Crisis" aims to explore the current state of water availability in India and analyze whether the country is at risk of experiencing a water crisis in the future, Using Tableau. The primary objective of this project is to provide a comprehensive analysis of India's water situation, taking into account various factors such as water availability, usage patterns, and environmental influences. By leveraging the powerful data visualization capabilities of Tableau, we intend to create an intuitive and visually compelling representation of the country's water resources, shedding light on potential challenges and highlighting areas for targeted intervention.

Acquiring comprehensive data on India's water resources posed a challenge, leading me to collect information from multiple websites and news sources. To overcome data scarcity, I employed web scraping techniques to gather relevant data from various online platforms. Integrating data from diverse sources required meticulous cleaning and preprocessing to ensure accuracy and consistency. Creating intuitive and impactful visualizations using Tableau demanded thoughtful design to effectively communicate complex insights.

ACHIEVEMENTS

- About to publish research on the EMCEI research journal along with my colleagues working as an Intern at NRSC

SEMINARS / TRAININGS / WORKSHOPS

Digital Marketing Institute Name: Ahmedabad School of Digital Marketing

01 Feb, 2021 - 26 Aug, 2022

Key Skills: Digital Marketing Social Media Marketing Market Analysis

I have completed a Digital Marketing course, where I gained expertise in various aspects of online marketing, including Social Media Marketing and Market Analysis. Armed with this knowledge, I am now well-prepared to create effective marketing strategies and engage with target audiences to drive business growth in the digital age.

CO-CURRICULAR ACTIVITIES

- Part of a Student Ambassador Committee

EXTRA CURRICULAR ACTIVITIES

- Part of Football team in BFA

PERSONAL INTERESTS / HOBBIES

- Football
- Swimming

LINKS TO PROFESSIONAL PLATFORMS

- Github - <https://github.com/Amgtps>
- Behance - <https://www.behance.net/gautamshah3>

PERSONAL DETAILS

Gender: Male

Marital Status: Single

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Date of Birth: 13 Mar, 2002

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