

APRAJITA



Education

Vellore Institute of Technology, Bhopal

B.Tech – Computer Science & Engineering

2022 - 2026

CGPA – 8.07

Technical Skills

- **Specializations:** Data Analysis, Data Visualization, Predictive Modeling, Feature Engineering, Exploratory Data Analysis (EDA), Business Requirement Gathering, Data-Driven Decision Making, Product Insight Generation ML
- **Project & Business:** Product Roadmapping, Feature Prioritization, Stakeholder Communication, Documentation & Reporting, A/B Testing, Market Research, User Behavior Analysis
- **Analytics & Tools:** Python (Pandas, NumPy, Scikit-learn), SQL, Excel, Tableau, Google Data Studio, Google Analytics, Matplotlib, Seaborn, ChatGPT.
- **Collaboration Tools:** Jira, Figma, MS Office Suite, Git.
- **Technical Understanding:** Data Preprocessing, API Integration (Flask), Machine Learning Model Development, Dashboard Development.

Experience

Tata Motors Limited, Jamshedpur

Dec'24 – Jan'25

Product Intern

- Collaborated with cross-functional teams to understand business needs and translate them into data-driven product solutions.
- Worked on designing data pipelines and feature engineering to improve product decision-making.
- Developed and deployed predictive models for used car price estimation, supporting product features like real-time price recommendations.
- Provided data insights and visualizations to support product roadmap decisions and enhance user experience.

Projects

Customer Segmentation on Credit Card Data

- Performed K-Means clustering on credit card users, optimizing clusters with Elbow and Silhouette methods.
- Preprocessed fifteen-plus behavioral features, applied PCA, and generated visualizations for strategic marketing insights.
- Identified distinct customer archetypes to enable targeted solutions and personalized client engagement strategies.

Smart Recipe App

- Developed user authentication, personalized recipe discovery, and favorites features for enhanced user experience.
- Created comprehensive documentation, feature lists, and user-flow diagrams to align development teams effectively.
- Followed Agile, collaborated on iterations, tested usability, and deployed app via Firebase Hosting.

Extracurriculars

Data Science Club, VIT Bhopal

Aug 2023 – Mar 2025

Core Member, HR Team

- Led recruitment drives, increasing membership by 30%; implemented data-driven collaboration strategies, improving project completion by 20%.

English Literary Association, VIT Bhopal

Aug 2023 – Mar 2025

Core Member, PR & Marketing | Technical & Finance Wing

- Developed promotional campaigns to enhance visibility and social media engagement; managed event budgets and conducted data analysis using Google Forms.

Achievements

- Cleared the college round of Smart India Hackathon in 2024
- Listed amongst the top 300 teams at the National Level and top 10 at State level in ATL Marathon 2020
- Awarded the **Golden Jubilee Scholarship** by *Shiksha Prasarb Kendra, Tata Motors* for securing high academic performance in Class 10th.

Additional

Language: English (Full Proficiency), Hindi (Native)

Certifications: Fundamentals of Digital Marketing (March'23), Python by Kaggle (April'23), HTML, CSS and JavaScript for Web Developers – (November'23), Generative AI – IBM (April 2025)