

EDUCATION

- Charles Darwin University
 - Master of Information Technology (Information Systems)
 - SP Jain School of Global Management
 - Bachelor of Data Science (CGPA: 3.66) – Dean’s List
- Darwin, NT
Expected Completion: July 2027
Sydney, NSW
Graduated

EXPERIENCE

- SP Jain School of Global Management
 - Neuroscience Lab Assistant
 - Experimental Research and Program Development: Co-authored a research paper (under review with Springer) investigating the correlation between stress perception, decision-making, risk-taking behavior, and physiological responses. Developed the Iowa Gambling Task program as part of the experimental setup.
 - Data Collection and Analysis: Designed and conducted four behavioral and psychological assessments. Analyzed participant data, identifying a significant correlation between stress levels and engagement in holistic activities, providing evidence-based insights into their impact on human cognitive and emotional responses.
 - Coco Fresh Tea and Juice
 - From Trainee to Duty Manager
 - First Job Experience: Coco was my very first part-time job in Australia, and it holds a special place in my journey. Starting as a trainee and progressing to duty manager, I developed confidence, independence, and professionalism. I learned how to work under pressure, provide excellent customer service, manage daily operations—skills, and learning how to work as a team.
 - Reference:
 - Terra Sana Environmental Consultant
 - Digital Marketing Analyst
 - End-to-End SEO Optimization Project: Part of a technically intensive website optimization project integrating Google Analytics, SEMrush, and WordPress. Conducted deep traffic analysis, resolved image storage inefficiencies, implemented SEO tags, and produced targeted content—resulting in a 1000% increase in page views and a 20% boost in average session duration.
 - Marketing Data Visualization: Built interactive Tableau dashboards based on behavioral data from Google Analytics, assisting data-driven marketing decisions and enhancing campaign performance insights.
 - Wedded Wonderland
 - Digital Marketing Intern
 - Marketing Automation and Customer Retention: Learning how to do marketing automation using Klaviyo for SMS and email campaigns. Analyzed customer retention metrics to understand behavior and optimize strategies, developing skills in CRM (Salesforce) and community management.
- Sydney, NSW
Sep 2023 – Sep 2024
Sydney, NSW
Nov 2022 – July 2025
Sydney, NSW
Mar 2023 – Aug 2023
Sydney, NSW
Nov 2023 – Jan 2024

TECHNICAL SKILLS

- Programming - Scripting: Python (Data Analysis, ML, AI), SQL (Database), R (Stats - Viz)
- Data Analysis - Visualization: Python (NumPy, Pandas, Matplotlib, Seaborn), Tableau, R (tidyverse), Alteryx, PowerBI, Strata
- Data: SQL, PostgreSQL, NoSQL (MongoDB), Data Warehouse (Snowflake), Big Data (Hadoop, PySpark, Airflow)
- DevOps & Cloud: AWS (Redshift, S3, RDS, Glue, EMR), Azure (Databricks, Purview), Git
- ML & AI: Regression, Classification, Feature Engineering, Model Evaluation, Deep Learning (TensorFlow, PyTorch), NLP (HuggingFace, NLTK), Computer Vision (OpenCV, MediaPipe)
- Others: GeoPandas, CI/CD Pipelines, Alteryx

CERTIFICATIONS - ACHIEVEMENTS

- Certification: Alteryx: Data Preparation - Machine Learning, Github: Github Foundation, Coursera: Goolge Professionl Data Analyst, Datacamp: Data Analyst
- GovHack 2024 – Honourable Mention: Led team in analyzing Canberra wellbeing data with machine learning to identify high-risk domestic violence areas, earning recognition for data-driven community safety solutions.

PROJECTS

- Virtual Mouse Control System with Hand Gestures: Developed a hand gesture-based virtual mouse control system for cursor movement and actions (clicking, scrolling, dragging) using MediaPipe, OpenCV, and PyAutoGUI to enhance accessibility. Project Link
- San Francisco Crime Analysis (July - December 2012): Analyzed 10,140 cleaned crime incidents in San Francisco, focusing on robberies, drug-related crimes, car theft, and vandalism using Python (GeoPandas, Pandas). Identified spatio-temporal patterns to enhance urban safety. Project Link
- ETL Pipeline for Retail Sales Data using AWS Apache Airflow: Built a ETL pipeline to process retail transactions from AWS S3 to Redshift using Airflow and Pandas, with automated scheduling and monitoring via DAGs. Cataloged data with AWS Glue and visualized results in Power BI.