

BALAJI R

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EDUCATION

Rajalakshmi Engineering College

Bachelor of Technology - Artificial Intelligence and Data Science (AIDS)

Chennai, India

In Progress

Sunbeam Matric Higher Secondary School

Higher Secondary Education

Vellore, India

March 2023

SKILLS SUMMARY

- **Languages:** Python, SQL, Java
- **Digital Marketing:** Social Media Marketing, Content Marketing, Email Marketing
- **Project Management:** Strategic Planning, Crowdfunding Campaign Management, Fundraising Strategy
- **Tools:** MS Excel, MS Word, PowerPoint, Canva
- **Soft Skills:** Creativity, Time Management, Stakeholder Engagement, Team Collaboration

WORK EXPERIENCE

Web Development Intern | Internezy

January 2025 - March 2025

- Developed and maintained responsive websites, enhancing user experience and site functionality.
- Collaborated with designers and backend developers to implement dynamic features, ensuring seamless integration and performance.
- Optimized website loading speeds by 30% through efficient coding practices and image compression techniques.
- Utilized HTML, CSS, and JavaScript to create interactive web pages, improving user engagement and accessibility.

Operations & Digital Support Intern | Calsea Footwear Pvt. Ltd.

June 16, 2025 – June 28, 2025

- Assisted in managing store operations, inventory updates, and customer interaction processes.
- Created digital promotional materials to support product visibility and brand engagement.
- Coordinated with staff teams to streamline daily tasks and workflow efficiency.

PROJECTS

Predicting Loan Approval Using Decision Trees

November 2024

- Achieved an accuracy rate of 79% in predicting loan approvals using a decision tree machine learning model.
- Preprocessed data by handling missing values and encoding categorical variables, enhancing data quality and model performance.
- Conducted feature importance analysis to identify key factors influencing loan approval decisions.
- Fine-tuned the decision tree model using hyperparameter optimization, improving accuracy and reducing overfitting.
- Visualized decision tree paths to provide interpretability and transparency in loan approval predictions.

CERTIFICATES

Power BI Certification (Livewire)

January 2025

- Mastered data visualization techniques, including creating dynamic dashboards and interactive reports.
- Gained proficiency in Power Query and DAX for data transformation and analysis.

Workshop on Business Analytics (GUVI)

12th January 2025

- Acquired hands-on experience in Business Analytics
- Collaborated with peers to solve real-world problems, enhancing practical knowledge and teamwork.

Full-Stack Web Development (MERN)

Aug 2025

- Gained hands-on experience in building scalable web applications using MongoDB, Express.js, React.js, and Node.js.
- Developed REST APIs and integrated frontend-backend workflows.

UI/UX Design Traineeship

Sept 2025

- Trained in user research, wireframing, prototyping, and usability testing using Figma and Canva.
- Designed modern interface layouts focused on accessibility and user engagement.