BALAJIGOWDA HS

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business　　　　**Washington, DC**
Master of Science, Business Analytics　　　　*December 2024*

DR. AMBEDKAR INSTITUTION OF TECHNOLOGY　　　　**Bengaluru, India**
Bachelor of Engineering, Mechanical Engineering　　　　September *2022*

TECHNICAL SKILLS

Programming Languages: Python, R, SQL, Stata. **Analytical Skills:** Machine Learning, Deep Learning, Statistics, Probability. **Technologies:** TensorFlow, Sklearn, Pandas, NumPy, Matplotlib, Plotly, NLTK, PyTorch. **Cloud Platforms / Data Platforms:** AWS, MongoDB, MySQL. **Data Visualization Tools:** MS Power BI, Tableau, Google Analytics, MS Excel, SAS Visualization. **Certifications**: Google Analytics

EXPERIENCE

FI CONSULTING (github)　　　　**Washington, DC**
Data Scientist/ Student Consultant　　　　*January 2024 - May 2024*
- Conducted in-depth analysis of 2022 HMDA data, uncovering fair lending violations.
- Managed and analyzed 1.6 million records to assess loan application trends and fairness.
- Developed a Power BI dashboard to visualize key metrics such as loan approval/denial rates and interest rate disparities across various demographic groups, providing actionable insights for stakeholders.
- Created two models: one predicting loan approval/denial (with 89% accuracy) and another identifying high-priced loans (with 87% accuracy).
- Applied preprocessing, in-processing, post-processing, feature selection, and hyperparameter tuning techniques to mitigate bias and enhance model fairness.

COGNIZANT　　　　**Washington, DC**
Program Analyst Intern　　　　*April 2022 – October 2022*
- Gained proficiency in technical skills like SQL and Automation, which were later utilized in various aspects of data handling.
- Designed and implemented an automated data retrieval system from the company's real-time website, streamlining the data collection process for various purposes.
- As cohort head, I oversaw on-time assignment completion and efficient work delivery while fostering a collaborative and productive group atmosphere among 40 members from diverse backgrounds.

RELEVANT PROJECTS

CUSTOMER CHURN PREDICTION (github)　　　　**Washington, DC**
- Developed predictive models using Artificial Neural Networks to forecast customer churn in the banking sector, enhancing revenue retention and profitability.
- Performed data preprocessing, including handling missing values, encoding categorical variables, and feature selection through correlation analysis.
- Enhanced customer retention strategies, leading to a $1.2 million increase in quarterly revenue by accurately identifying and targeting at-risk customers.
- Proposed personalized retention strategies, including targeted incentives, referral programs, and fee waivers to improve customer loyalty and reduce churn.

LOS ANGELES CRIME ANALYTICS (github)　　　　**Washington, DC**
- Examined in-depth analysis of 843,514 crime incidents in Los Angeles (2020-2023) using a dataset from the Los Angeles Police Department, identifying significant crime trends and patterns.
- Utilized statistical methods to analyze crime occurrences by year, quarter, and month, uncovering key insights such as the rise in crime during 2021 and the influence of COVID-19 on crime rates.
- Created and presented clear, impactful visualizations and reports, effectively communicating complex data insights to stakeholders to inform policy and enhance public safety efforts.

PREDICTIVE MODELING OF DIABETES WITH CLASSIFICATION ALGORITHM (github)　　　　**Washington, DC**
- Applied machine learning to predict diabetes onset and assess the risk of diabetes in individuals using a dataset containing medical and lifestyle data and trained three Machine learning classification algorithms - Decision Tree, Gradient Boost, and Random Forest.
- Achieved high accuracy scores of 81%, 87%, and 85%, indicating the effectiveness of early diabetes diagnosis and risk.

ADDITIONAL INFORMATION

Leadership:　　　　Event Leader, Intra-college sports fest for badminton & cricket
Leader for blood donation campaign, leading to 460 people donating blood.