

# Beulah Divya Kannan

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## EDUCATION

University of Southern California

Los Angeles, United States

Master of Science in Analytics

December 2025

Coursework: Predictive Analytics, Optimization methods for Analytics, Data Management, Enterprise Business Intelligence, GPA: 4.0

Madras Institute of Technology, Anna University

Chennai, India

Bachelor of Engineering, Electronics and Communications Engineering

June 2023

Coursework: Data Structures and Applications, Engineering Mathematics, Linear Algebra, Parallel Distributed Processing, IOT enabled Systems Design, Principles of Management, CGPA: 8.33/10

## SKILLS AND INTERESTS

Technical skills: Python(Pandas, Numpy, Matplotlib, Seaborn, Scikit-Learn), MySQL, NoSQL, ETL, Data Design/Warehousing, Tableau, MongoDB, AWS Sagemaker, Microsoft Office(Excel,Word,Powerpoint),Forecasting, Statistical Analysis, GCP, Vertex AI, MLOps, Jira  
Other skills:Leadership, Communication, Team Player, Strategic Thinking, Problem Solving, Detail-Oriented  
Interests: Business Analytics, Data Analytics, Product Management, Baking, SkyDiving

## INTERNSHIP EXPERIENCE

WorkUp

Los Angeles, United States

Data Science Intern

May 2024-July 2024

- Conducted **in-depth analysis using Python** to identify user engagement and sentiment patterns, optimizing recommendation algorithms with Nvidia Merlin and Deep & Cross Network (DCN) to **improve content relevance** on the 'For You' page.  
**Collaborated with cross-functional teams** to align business requirements with **user needs**
- Developed workflows to **integrate and clean large datasets**, conducting comprehensive data exploration and feature engineering to identify key features like tracking time spent on page metrics to uncover trends that **improved session duration** that drove operational improvements used by around 120 users.
- Leveraged synthetic datasets and optimization techniques to elevate model accuracy to 0.9808 supporting engagement growth

National Institute of Technology, Tiruchirappalli

Tiruchirappalli, India

Research Intern

March 2023-August 2023

- Published 4 peer-reviewed papers** on Web 3.0-compliant recommendation systems, including video, image and news recommendations, leveraging deep learning, ontology alignment, and semantic modeling.
- Designed and fine-tuned models using techniques like TF-IDF, Jaccard similarity, and radial basis neural networks, achieving significant improvements in prediction accuracy and retrieval precision. [Publications Link](#)

## ACADEMIC PROJECT EXPERIENCE - <https://github.com/Beulah-D>

Decoding Global Layoff Trends(2020-2024): A data-driven Exploration

August 2024

- Conducted a **comprehensive SQL-based analysis** of global layoff trends, uncovering a 150% surge in tech industry layoffs and a 30% increase in early-stage startup layoffs, with 2023 showing the highest layoff rates, highlighting significant industry and economic shifts
- Delivered findings through Tableau dashboards, offering stakeholders clear, actionable insights to better understand market volatility and trends. [Project Link](#)

Data Exploration and Insights: Climate Change Impact on Agriculture

October 2024

- Designed an **interactive Tableau dashboard** analyzing the impact of climate change on agriculture (1990-2024), **featuring KPIs** such as crop yield per hectare, irrigation access, pesticide use, and economic impact across regions and crop types.
- Integrated dynamic filters**, geospatial analysis, and navigation capabilities, enabling in-depth exploration of regional agricultural trends, evaluation of adaptation strategies, and insights to support business intelligence and decision-making. [Project Link](#)

Surveillance based anxiety detection using gender-based facial emotion recognition

May 2022- December 2022

- Developed an integrated framework using CNN and OpenCV for real-time facial recognition and emotion analysis, accurately detecting facial features, gender, and emotions.
- Built a **high-accuracy gender classification model** with Keras, with results published in the [IEEE Digital Explore Library](#), showcasing advancements in anxiety detection through facial emotion recognition

## LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Viterbi Career Ambassador, Viterbi School of Engineering, USC

August 2024-Present

- Mentored peers in career development, facilitated workshops and guided students in **professional growth**