

# Vivek Vardhan

Hyderabad, Telangana | [Vivekburugula999@gmail.com](mailto:Vivekburugula999@gmail.com) | +91 7036995301  
[linkedin.com/in/Vivek\\_vardhan/](https://www.linkedin.com/in/Vivek_vardhan/) | [github.com/Vivekvardhan](https://github.com/Vivekvardhan) | [Portfolio/Vivekvardhan](#)

## WORK EXPERIENCE

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### Business Analyst Intern

May 2023 – June 2023

Antlon Architects | Hyderabad, India

- Collaborated with cross-functional teams to gather and analyse data for Excel dashboard creations, fostering data-driven decision-making and enhancing sales outcomes.
- Utilised industry insights to strengthen sales initiatives, identifying trends and opportunities that significantly boosted sales performance.

### Sales and Marketing Intern

May 2023 – August 2023

Money Ventures Capital | (Remote)

- Applied data analysis techniques to optimise marketing metrics, leading to a measurable improvement in decision-making. Achieved a 9% increase in conversion rates by leveraging market research insights.
- Developed and executed targeted sales strategies resulting in x% revenue growth. Collaborated with cross-functional teams to implement effective marketing campaigns, leveraging social media and email channels to boost brand awareness and generate x new leads.

## PROJECTS

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### Alzheimer-Dementia-Classification

[View in GitHub](#)

- Developed and implemented a novel neural network model for Alzheimer's disease classification into four classes, achieving a remarkable 99.12% accuracy. Utilised a specialised image classification architecture and trained extensively on diverse datasets representing various disease stages.
- Enhanced model effectiveness through comprehensive training on multiple Alzheimer's disease datasets, demonstrating exceptional accuracy in identifying disease stages. Emphasised project innovation and practical implications for disease classification in presentations and reports.
- The innovative neural network model showcases robust accuracy in Alzheimer's disease classification, highlighting significant strides in disease stage identification for practical clinical applications.

## RoBERTa-Powered Twitter Sentimental Analysis

[View in GitHub](#)

- Applied advanced NLP techniques, focusing on the RoBERTa model, to enhance sentiment analysis accuracy on Twitter datasets. Achieved improved sentiment granularity through meticulous data preparation, including tokenization, stopwords removal, and data cleaning.
- Conducted thorough Exploratory Data Analysis (EDA) to understand dataset properties, optimising feature sets for sentiment analysis. Contributed insights into social media sentiment analysis, aiming to broaden applications in social analytics and opinion mining.

## CERTIFICATIONS

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Advanced Google Data Analytics

[View credentials](#)

Analysis for Business System

[View credentials](#)

Excel Basics for Data Analysis

[View credentials](#)

Bloomberg Market Concepts

[View credentials](#)

Trade & investment

[View credentials](#)

## AFFILIATIONS

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Member of Poverty Inequality Research Center | COE Racing Technologies | Member in TedX Woxsen | Executive at Paparazzi Club | Volunteer in Rotract Hyderabad

## EDUCATION

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**Bachelor of Business Administration (BBA) - DS&AI**  
Woxsen University (Telangana)

June 2021 - May 2024

**Secondary Education (11-12) - Information Practices**  
Ivy League Academy (Telangana)

June 2020 - May 2021

**High School (1-10) - Information Practices**  
Ivy League Academy (Telangana)

June 2009 - May 2019

## SKILLS

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Python | SQL | Advance Excel | Microsoft Office | Power Bi | NumPy | Pytorch | Tensor flow | Matplotlib | Git | ML models | Pandas | Project Management | Communication | Leadership | Time Management | Adaptability | GST filing | Problem Solving | Teamwork | Creativity