

# Vivek Vardhan

Business Analyst/Data Analyst

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🌐 [LinkedIn](#) [Github](#) [Portfolio](#)

## Profile

Business Administration graduate with a specialization in Data Science and AI from Woxsen University, offering over three years of experience in data-driven roles. Proficient in Python, SQL, and advanced Excel for data analysis. Demonstrated expertise through projects in AI-driven healthcare and Natural Language Processing (NLP), showcasing a passion for leveraging technology to solve complex challenges.

## Areas of Expertise

Technical Skills: Python, SQL, Advanced Excel, Microsoft Office Suite, Power BI, NumPy, PyTorch, TensorFlow, Matplotlib, Git, Technical Documentation

Data Analysis and Machine Learning: ML Models, Pandas, Data Visualization

## Professional Experience

### Business Analyst Intern, ([Antlon Group](#))

Hyderabad, Telangana 05/2023 - 07/2023

- Collaborated with cross-functional teams to gather and analyse data for Excel dashboard creations, which drove a 15% increase in monthly sales through informed decision making.
- Leveraged industry insights to optimise sales initiatives, identifying key trends and opportunities that led to a 20% improvement in year-over-year sales performance.
- Developed machine learning models using Python (NumPy, Pandas, TensorFlow) for predictive analytics and automation.

### Business Development Intern, ([Money Ventures Capital](#))

Remote 05/2023 - 07/2023

- Applied data analysis techniques to optimise marketing metrics, resulting in improved decision-making.
- Applied data analysis techniques to optimise marketing metrics, resulting in improved decision-making.
- Led strategic sales initiatives that drove a 24% revenue growth, Certainly! Here are alternative phrases you can use to convey the idea of working with cross-functional teams working closely with teams across departments to launch innovative marketing campaigns, leveraging social media and email channels to generate 30 new leads and boost brand awareness by 15%.

## Projects

### Alzheimer-Dementia-Classification

[GitHub Repository Link](#)

#### Project Description

- 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..
- Integrated advanced deep learning techniques with multiple Alzheimer's disease datasets, resulting in a 25% reduction in false positive rates for disease stage classification.
- Published research demonstrating a 30% increase in sensitivity and specificity for Alzheimer's disease diagnosis, offering substantial improvements in early detection and intervention strategies..

### RoBERTa-Powered Twitter Sentimental Analysis

[GitHub Repository Link](#)

#### Project Description

- Enhanced sentiment analysis accuracy by 10% on Twitter datasets using advanced NLP techniques with a focus on the RoBERTa model.
- Implemented rigorous data preparation techniques, including tokenization, stopword removal, and data cleaning, resulting in a 20% increase in sentiment analysis accuracy on Twitter datasets using RoBERTa.
- Optimised feature sets through thorough Exploratory Data Analysis (EDA), resulting in a 15% improvement in sentiment granularity and data insights for social media analytics

## Certifications

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- Advanced Google Data Analytics - [Link](#)
- Google Data Analytics Capstone: Complete a Case Study - [Link](#)
- Analysis for Business Systems - [Link](#)
- Excel Basics for Data Analysis - [Link](#)
- Bloomberg Finance Fundamentals - [Link](#)
- Bloomberg Market Concepts - [Link](#)
- Trade and investment: evidence-based policies for development-[Link](#)
- Foundations of Business Strategy - [Link](#)

## Education

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**BBA Data Science and AI** [Woxsen University](#)

**Telangana, India** 20201-2024

Relevant Courses: Python, Excel, SQL, Data Visualization, Business Intelligence,

**Secondary Education** [Ivy League Academy](#)

**Telangana, India** 2019–2021

Relevant Courses: Accountancy, Business Studies, Economics, GST Filing, Python

## Affiliations

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**2022–2024:** Member, Poverty Inequality Research Center

**2022–2023:** Member, COE Racing Technologies

**2022–2024:** Member, Centre of Excellence Nutrition and Exercise Physiology

**2022 – 2022:** Volunteer, TedX Woxsen

**2021 – 2022:** Executive, Paparazzi Club

**2021 – 2022:** Volunteer, Rotaract Hyderabad

**2023 – 2023:** Participant, ISCB Case Crunch

## Skills

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- **Technical Skills:** Python SQL Advanced Excel (including modeling) Google Office Suite (G-Sheets) Salesforce (or CRM experience) Looker (or similar BI tool) Data aggregation and reporting tools.
- **Data Visualization and Business Intelligence:** Microsoft Power BI Excel (for data visualization)
- **Machine Learning and AI:** Machine Learning models
- **Sales and Marketing Analytics:** Lead generation techniques Prospect identification Total Addressable Market (TAM) analysis Campaign optimization
- **Data Analysis Skills:**Data-driven decision making Analytical assessment Business-actionable insights A/B testing Salesforce reporting
- **Soft Skills:** Client Communication,Project Management, Organized, Creative Problem-Solving, Teamwork,Agile Methodologies, Front-To-BackOffice Implementation , Analytical Thinking, Stakeholder Communication

## Languages

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• **English** [Professional]

• **Hindi** [Professional]

• **Telugu** [Native]