

# Vivek Vardhan

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

## Profile

As a Business Administration graduate with a Data Science and AI specialization, I leverage Python and advanced Excel to tackle complex challenges. I'm passionate about using technology to uncover insights and drive impactful solutions. My Python skills enable me to make Computer Vision Projects, while Excel proficiency allows me to manipulate and visualize data efficiently. I'm dedicated to harnessing the power of data to make informed business decisions and drive growth.

## Professional Experience

**Business Analyst Intern, ([Antlon Group](#))** **Hyderabad, Telangana** 06/2023 - 08/2023

- Collaborated with cross-functional teams to gather and analyse data for Excel dashboard creations, which drove a increase in monthly sales through informed decision making.
- Leveraged industry insights to optimise sales initiatives, identifying key trends and opportunities that led to a good improvement in year-over-year sales performance.

**Business Development Intern, ([Money Ventures Captial](#))** **Remote** 05/2023 - 07/2023

- Applied data analysis techniques to optimise marketing metrics, resulting in improved decision-making.
- Collaborating with cross-functional teams to launch innovative marketing campaigns. Utilized cold calling techniques to meet timelines and drive lead generation.
- Leveraged social media and email channels to generate new leads, boosting brand awareness and achieving set timelines for campaign execution.

## Projects

**Accenture North America Data Analytics and Visualization Job Simulation on Forage** [Link](#)  
*Project Description*

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

**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.
- 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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<b>BBA Data Science and AI</b> <a href="#">Woxsen University</a>	<b>Telangana, India</b> 20201-2024
Relevant Courses: Python, Excel, SQL, Data Visualization, Business Intelligence,	
<b>Secondary Education</b> <a href="#">Ivy League Academy</a>	<b>Telangana, India</b> 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, Advanced Excel (including modeling).
- **Data Visualization and Business Intelligence:** Microsoft Power BI Excel,Exploratory Data Analysis (EDA)
- **Machine Learning and AI:** Machine Learning models
- **Sales and Marketing Analytics:** Lead generation, Social Media marketing
- **Soft Skills:** Analytical Thinking, Time Management ,Client Communication,Project Management, Organized, Creative Problem-Solving, Teamwork,Multi-tasking, Stakeholder Communication

## Languages

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- **English** [Professional]
- **Hindi** [Professional]
- **Telugu** [Native]