

Deepak Yadav

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EDUCATION

Lovely Professional University

Bachelor of Technology in Computer Science and Engineering

Jalandhar, India

2020 - 2024

- CGPA: 8.41

TECHNICAL SKILLS

Python, SQL, MS Excel, Data Cleaning, Statistical analysis, Data Visualization, Web Scraping, NLP, Standard ML Algorithms (Regression, Classification, Clustering), Git, Power BI

Python: NumPy, Pandas, Matplotlib, Seaborn

PROJECTS

- **Social Media Marketing Analysis - UK Beverage Brand** (Python, Pandas, Matplotlib, Numpy) [\[GitHub\]](#)
 - **Analysis Scope:** Conducted an analysis of UK Leffe's social media, ecommerce, and search data to identify key drivers of positive and negative sentiments on social media.
 - **Evaluation of Brand Facilitators:** Evaluated year-on-year brand facilitators, uncovering shifts in consumer priorities from price sensitivity to product format preferences.
 - **Geographical Trends:** Identified geographical search trends and recommended geo-wise brand communication strategy.
 - **Consumer Choices:** Identified factors influencing consumer choices, such as packaging appeal, and provided critical insights for future marketing strategies.
- **Cricket Test Match Performance Analysis** (Python, Pandas, Matplotlib, Seaborn) [\[GitHub\]](#)
 - **Exploratory Data Analysis:** Analyzed basic statistics of cricket players' performances, such as runs scored and batting averages, and used graphs to make this information easy to understand.
 - **Performance Comparison:** Compared cricket players based on their performance metrics like runs scored and batting averages, using visual charts to highlight top performers.
 - **Country-wise Performance Analysis:** Grouped players by their countries and analyzed their average performances, visualizing which countries' players performed better.
- **Global Climate Insights** (Python, Pandas, Matplotlib, Seaborn) [\[GitHub\]](#)
 - **Analyzing Climate Change:** Analyzed various regions globally to identify those at greatest risk of warming, emphasizing the importance of targeted strategies to safeguard these areas.
 - **Temperature Trends:** Identified that 2020 was notably warmer than previous years, showing a notable rise in temperature beyond the expected climate patterns.
 - **Visualization:** Used charts and graphs to clearly show the rise in Earth's average temperature from 1961 to 2022, highlighting the ongoing trend of global warming.

CERTIFICATES

- Python 101 for Data Science (IBM)
- Foundations: Data, Data, Everywhere (Google, Coursera)
- Database Management System I (Infosys, Springboard)

ACCOMPLISHMENTS

- Awarded the **State Bronze Medal** in Print Media Technologies at IndiaSkills, showcasing excellence in technical and creative abilities.
- Recognized as a **College Runner-up** (among 100) in the Hult Prize Idea Pitching Competition, highlighting innovative thinking and business acumen.
- **Director** for Hult Prize at LPU; organised events and guided teams, showcasing strong leadership.