

Aashritha Challa

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📍 H-no 3-82, Hanumanwada , Dharmapuri,Jagityal, Telangana **in** LinkedIn

Education

Bachelor of Technology (B.Tech)

2025

Vallurupalli Nageswara Rao Vignana Jyothi Institute of Engineering & Technology

Major: Computer Science and Engineering

CGPA: 8.60

Skills

Object Oriented Programming	Programming Languages: C, Java, Python
Data Structures and Algorithms	DataBase Management System (SQL)
Linux	Software Testing: Unit testing, Integration
Data Analysis	System Testing
Data Visualization	Statistics and Mathematics
	Excel

Certificates

- Data Analytics - IBM SkillsBuild & CSRBOX
- Workshop on Applied AI-VNRVJIET
- Data Analytics with python-IIT Roorkee
- Foundation: Data, Data , Everywhere-Google
- Bootcamp on python for beginners-Devtown
- Introduction to Data Science-Cisco
- Python programming for Beginners for AIML-NIT warangal
- Data Structures and Algorithms-Smart Interviews

Projects

Customer Segmentation using K-Means Clustering with Python

- Collected and cleaned data from one source, consolidating a dataset comprising 200 records.
- Implemented the elbow method and K-means clustering, identifying 5 distinct customer clusters with 85% accuracy.
- Devised targeted marketing and service strategies based on the clustering outcomes, enabling personalized initiatives.
- Fostered data-driven insights to bolster decision-making processes, paving the way for strategic business expansion.
- Skills Applied: Machine Learning, Data Analysis, Data Cleaning, Data Collection, Data Visualization

Ride Insight Analytics (Data Analytics)

- Analyzed over 10,000 Uber and personal trip data points from diverse platforms, identifying key patterns and trends.
- Created and presented 30+ impactful visualization to extract actionable marketing insights, aiding informed decision-making.
- Orchestrated structured data processes, driving business improvements through optimized practices.
- Enhanced decision-making efficacy and propelled strategic business growth by leveraging gleaned insights.

- Skills Applied: Data Collection, Data Cleaning, Data Processing, Data Visualization

Library Management System(Dbms)

- Engineered a user interface specifically designed to
- streamline the management large-scale acquisitions, encompassing of 100's of new materials.
- Introduced an online public access feature and an administration module, successfully competed in 2022.

Captcha Generator

- Engineered a captcha generator using Python and machine learning techniques, crafting randomized image-based changes.
- Improved website security by deterring automated bots through a sophisticated verification system.
- Implemented algorithms to generate unique and complex CAPTCHA.

Volunteer Experience

EVENT AMBASSADOR

riMLand Event

- Orchestrated marketing strategies resulting in 100% registrations, completed 3 days ahead, ensuring full attendance and early preparation.

EVENT ORGANISER

Ecificio 6.0H

- Served as Program Organizer (POA), resulting in a 25% increase in event participation.
- Orchestrated teamwork, leading to a 45% improvement in event execution efficiency.

Coding platforms

Codechef [↗](#)

Hackerrank [↗](#)

Codeforces [↗](#)

Leetcode [↗](#)