RAJASHEKAR REDDY MORA

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EDUCATION

Syracuse University, School of Information Studies, Syracuse, NY   May 2024
M.S. Applied Data Science
Relevant Coursework: Natural Language Processing | Data Administration and Data management | Introduction to Data Science | Database Management | Communication for Information Management Professionals

National Institute of Technology | Calicut, India   May 2019
B.Tech. Electrical and Electronics Engineering
Relevant Coursework: Data Structures and Algorithms, Computer programming, Image Processing

WORK EXPERIENCE

Applications Systems Coordinator, M.H.Alshaya Co. , Bangalore, India
July 2019 – Jun 2022
- Extracted and analyzed retail data sources using SQL and Python to aid the Brand Marketing team with insights to drive informed decision making
- Working on a sentiment analysis project aimed at automatically gauging the nature of the feedback provided to the IT help desk. Employed NLP methodologies using NLTK, scikit-learn, and pandas packages in Python. This would result in a significant reduction in the operational time from 3 days to 4 hours by automating the time-intensive manual process of labeling thousands of feedback messages
- Conducted Statistical Evaluation on promotional activity effectiveness on individual brands and recommended the reconstruction of promotional strategies based on brands' affinity towards various marketing channels
- Supported client team in tracking the brand performance by regular reporting and worked on numerous ad-hoc analytical requests which helped in formulating the client's business strategy

PROJECTS

Farm Knights- Machine Learning   Jan 2019 – Apr 2019
- Built a Machine learning application, with three different modules each on regression, image classification and object detection. First, to predict the farm produce in the next 6 months using historical pricing data using regression techniques. Second, an image classification module to identify crop diseases based on patterns on leaves using CNNs. Last one is an Object detection module to separate weeds from crops with a bounding box around them
- With the help Support Vector Regression implementation of LinearSVR using sklearn library we have performed the prediction task with an accuracy of more than 90%
- Object detection task has been performed using Tensorflow Faster R CNN Object Detection model API, collected images from Google image search and labelled them using LabelImg.
- Using Flask framework, HTML and CSS, we have developed a python based backend to serve these models on a web based frontend

Information System Analysis - Student Advising System   Jan 2019 – Apr 2019
- Collaborated with key stakeholders to gather functional, non-functional requirements to build student advising system
- Designed the user-friendly workflows for all identified use cases using the user experience design principles
- Designed the database model, data flows and the working prototype for the application and presented to the college
- Influenced the college dropout rates by 10% drop by acting on the customer insights received on student issues

TECHNICAL SKILLS/CERTIFICATIONS

Programming Languages: Python, CPP,C, Competitive programming, R, SQL, HTML, Oracle
Database Management: SQL
Software: Tensorflow, Pytorch,Flask,HTML,CSS,MS Excel, MS Word, MS PowerPoint

LEADERSHIP EXPERIENCE

- Treasurer for National Cadet Corps (NCC), NIT Calicut chapter
- Assistant Secretary for Forum of Dance and Dramatics, NIT Calicut
- Senior Executive for Tathva (Tech fest), NIT Calicut