

# Geetansh

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## Profile

I am a 3rd year BTech undergrad pursuing Artificial Intelligence and Data Science. Eager to leverage theoretical knowledge, hands-on experience, and a strong academic foundation to contribute to innovative AI/ML projects and make a meaningful impact in the field. Committed to continuous learning and staying up-to-date with the latest advancements in AIML technologies.

## Education

Daffodils Public School | Fatehabaad, Haryana  
12th | 03/2022 Percentage: 91%

Guru Gobind Singh Indrapratha University | New Delhi  
BTech in Artificial Intelligence and Data Science  
CGPA: 8.23

## Skills

Python, Java, JavaScript, Data Analytics, NLP, Machine Learning, Deep Learning, SQL, Statistics, Linear Algebra, Computer Vision, GANs, API, EDA, PowerBI, FastAPI, vectorDb, Hadoop, pyspark.

## Projects

### *Inventory Managment System using Machine Learning.*

Developed an Inventory Management System leveraging LSTM, GRU, and Facebook Prophet to forecast product demand with over 92% accuracy on test data. Trained on the Walmart dataset, it analyzed trends, seasonality, and anomalies, optimizing inventory by reducing stockouts, overstocking, and holding costs.

### *Florence fashion*

Developed a complete pipeline leveraging Microsoft's vision-language model, Florence, fine-tuned on fashion item labeling data. The process included data collection, preprocessing, and model fine-tuning to generate accurate word descriptions for fashion items. This enables seamless search functionality by transforming visual inputs into descriptive text, improving search efficiency and user experience.

### *Auto-encoded similarity*

Developed a lightweight framework using autoencoders to generate image embeddings for efficient image-to-image similarity searches. This approach streamlined similarity detection, enabling faster and more accurate image-based recommendations.

### *Blinkit Sales Dashboard*

Designed a Power BI dashboard to analyze one year of Blinkit sales data, uncovering trends, patterns, and product performance. Integrated with SQL for seamless data retrieval and enabled real-time updates for dynamic analysis and decision-making.

### *Case study of Pizza sales Analysis*

I gathered one year's sales data from a local pizza shop, cleaned and transformed it for analysis, and visualized the results using a Power BI dashboard. This helped identify trends, seasonal fluctuations, and customer preferences. Key insights included peak sales during weekends, low demand in off-season months, and popular menu items. Based on these findings, I proposed strategies such as offering promotions during off-peak times, optimizing menu pricing, and adjusting staffing levels to match busy hours. These solutions helped the shop owner enhance sales and streamline operations, improving overall business performance.

### *EDA to uncover actionable insights for Zomato*

Conducted comprehensive Exploratory Data Analysis (EDA) on data spanning one year from zomato data(USA). Unearthed actionable insights pivotal for revenue enhancement. Employed predictive modeling techniques to anticipate consumer intentions regarding product sales, thereby contributing to strategic decision-making and revenue growth.

## **Experience**

Shoppin' | Gurugram, Haryana  
AI/ML Engineer | 06/24 - 08/2024

Led the development of Shoppin', a startup focused on transforming AI based e-commerce platform for personalized shopping. In the Search pipeline, implemented image-based and NLP-based searches using CNN and NLP vectorization techniques, enabling precise and user-friendly query resolution. Fine-tuned large language models (LLMs) for specific tasks, significantly enhancing the shopping experience by delivering tailored and efficient search results. Additionally, developed a recommendation engine incorporating session-based and content-based approaches to provide personalized recommendations, ensuring a seamless and engaging user journey.

## **Achievements**

Smart India Hackathon

Participated in Smart India Hackathon (SIH) and qualified for the final rounds. Presented Sentinel, a personalized women's safety platform designed to address emergencies at three levels, while keeping track of anonymous activities around a specific location. The platform leveraged geographic mapping and real-time data to predict the crime rate in an area, providing insights into the likelihood of specific crimes occurring at a given time.

## **Certificates**

Google Advanced Data Analytics, Infosys Artificial Intelligence Primer Certification, Data Scientist training completion certificate, HarvardX Data Science, Kaggle Certifications, IBM skillBuild certifications.