Deekshitha Baade

Data Analyst

Contact

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Education

- MSC in Data Science with Advanced practice
  Teesside University
  United Kingdom
  2023-2025

- Bachelor of Science with mathematic, Statistics and Computer Science
  Mahatma Gandhi University
  Telangana, India
  2018-2021

Key Skills

Programming Languages: Python, R, HTML
Data Science & Analytics: Machine Learning (ML), Statistical Analysis, Power BI, Tableau, Hypothesis Testing
Data Visualization: Matplotlib, Power BI Dashboards, Infographics (Canva), Interactive Visualization
Web Technologies: HTML, CSS, Flask (for interactive dashboards)

Objective

Data Science MSc graduate with strong analytical, programming, and research skills developed through academic projects and practical coursework. Experienced in data visualization, interactive dashboards, and machine learning techniques using Python, Power BI, and statistical tools. Proven ability to communicate data-driven insights clearly and effectively. Eager to apply my skills to real-world problems in a data-focused role.

Experience

➢ **Research & Policy Intern**
Think Pacific – Remote / Fiji-Based Project | Jan 2024 – Apr 2024

- Conducted independent research on gender-based violence in Fiji, focusing on the social, cultural, and economic factors contributing to violence against women.
- Analysed qualitative and quantitative data from organizations such as the Fiji Women's Crisis Centre (FWCC) and FemLink Pacific.
- Created impactful **infographics** and **data visualisations** to highlight key findings on domestic, psychological, and economic abuse.
- Evaluated the effectiveness of legal frameworks and National Action Plans (NAPs) related to violence prevention and gender equality.
- Contributed to awareness initiatives by producing visual and written content that supported advocacy for women's rights and informed policy discussions.
- Gained hands-on experience in **social research**, **data presentation**, and **intersectional gender analysis** in a Pacific Island context.

➢ **Dissertation Project**

Real vs. Fake Face Recognition Using Deep Learning

- Investigated the detection of manipulated facial images created by GAN-based face swapping techniques, a growing threat to digital media authenticity.
- Compared three deep learning models—CNN, VGG16, and DenseNet121—using both basic and advanced data preprocessing techniques.

Research & Methods: Research Design, Quantitative & Qualitative Analysis, Data Collection,
Cloud & Tools: Google Colab, Jupyter Notebooks, Git/GitHub, Google Sheets, Excel
Other Skills: Data Storytelling, Agile Collaboration, Report Writing, Critical Thinking

Passion Attributes

- **Curious and Analytical:** Passionate about exploring data patterns and uncovering actionable insights that solve real-world problems.
- **Lifelong Learner:** Dedicated to continuously improving my skills by staying updated with the latest tools, algorithms, and industry trends.
- **Detail-Oriented:** Committed to writing clean, reproducible code and ensuring high-quality data preprocessing and analysis.
- **Collaborative:** Enjoy working in multidisciplinary teams, sharing knowledge, and learning from diverse perspectives.
- **Creative Problem-Solver:** Excited to develop innovative solutions and visualizations that communicate complex findings clearly.

- Achieved highest accuracy of 95% with DenseNet121 under basic preprocessing, leveraging its densely connected layers to capture spatial manipulation artifacts effectively.
- Found that complex preprocessing reduced model performance, highlighting the importance of careful preprocessing choices in fake image detection.
- Demonstrated the effectiveness of DenseNet121's transfer learning and hierarchical feature extraction in identifying fake facial content.
- Tools & Technologies: Python, TensorFlow/Keras, CNN architectures, Image Processing, Transfer Learning.

Projects

1. Economic Inactivity Due to Long-Term Sickness – Policy Research Project

- Delivered a detailed research paper based on labour and health data.

2. Customer Credit Card Usage & Spending Patterns – Data Analysis & Visualization

- Created interactive visualisations using D3.js and presented trends to stakeholders.

3. Credit Card Fraud Detection Using Machine Learning

- Built and compared Decision Tree and KNN models to detect fraudulent transactions.
- *Applied PCA and linear regression to enhance data insights.*

4. Global Superstore Sales Analysis – Business Intelligence Project

- Used Power BI and Python to analyse global retail sales and customer segments.
- Recommended pricing and inventory strategies based on trends.

5. Investment Decision-Making & Risk Research – Financial Data Project

- Studied behavioural finance and risk perception in investment decisions.
- Used statistical models to evaluate portfolio strategies and cognitive biases.

Certificates

- Python for Real-World Applications – [Issuing Platform, if available]
- Internship Participation Certificate – Think Pacific (Fiji Research Internship)