DEEP TUSHARBHAI MAKADIA
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BRIEF SUMMARY

Motivated and detail-oriented final-year Computer Science Engineering student at Nirma University with a minor in Marketing. Experienced in Data Science through a hands-on internship at Innobyte Technologies, analyzing Amazon sales data using Python, Pandas, and statistical techniques. Proven track record in project management, team leadership, and financial operations as the treasurer of the ACM Student Chapter. Skilled in delivering innovative, data-driven solutions and managing consumer-focused initiatives with accountability and strategic focus. Seeking opportunities to contribute to impactful projects and organizational growth.

KEY EXPERTISE

Data Analysis   Data Science   Data Visualization

EDUCATION

Institute of Technology, Nirma University   2022 - 2026
B.Tech. - Computer Science & Engineering | CGPA: **7.83** / **10**

Purohit Science School, Jamnagar   2022
12th | GSEB | Percentage: **81.85** / **100**

Purohit Science School, Jamnagar   2020
10th | GSEB | Percentage: **88** / **100**

Minor Subject : Marketing

PROFESSIONAL EXPERIENCE

ACM Student Chapter Nirma University | IT / Computers - Software | Computer Science &   01 Aug, 2024 - Present
Engineering

Treasurer

Key Skills: Team Coordination   Task Management   Cost Management   Resource Management   Budgeting

Responsible for managing and maintaining accurate financial records for all chapter activities and events.
Created and monitored budgets, handled event funding, and ensured compliance with institutional financial guidelines.
Collaborated with the core team to allocate resources efficiently for workshops, expert sessions, and hackathons.
Streamlined the reimbursement and expense-tracking processes, improving transparency and accountability.
Played a key role in financial planning to support the chapter's growth and student engagement initiatives.

INTERNSHIPS

Innobytes Services | IT / Computers - Software   10 Jun, 2025 - Present
Data Analyst

Key Skills: Data Cleaning   Data Visualization   Data Analytics   Data Analysis   AIML   Data Research

Analyzed Amazon sales data (Apr–Jun) to identify top products, seasonal trends, and customer behavior.
Performed EDA, feature engineering, and statistical testing using Python (Pandas, Seaborn, Matplotlib).
Delivered actionable insights through visual reports to support sales and marketing strategies.

Brainybeam Technologies | IT / Computers - Software   12 May, 2025 - 21 Jun, 2025
Web design

Key Skills: Web Design   React.js   ReactJS

Developed responsive and interactive web components using React.js and React Bootstrap as part of live client projects.
Implemented reusable components, routing, and state management to build modular and scalable UIs.
Collaborated with the design and backend teams to integrate REST APIs and enhance UX across pages.
Ensured mobile responsiveness, cross-browser compatibility, and clean code structure following best practices.

PROJECTS

Amazon sales data analytics
10 Jun, 2025 - 21 Jun, 2025

Team Size: 1

Key Skills: data analytics   data visualization   data cleaning   ai   statistics   statistical test

Project Link: https://github.com/Deep1671/Amazon-Sales-

A comprehensive data analysis project that explored customer behavior, product performance, and operational trends using Amazon's sales transaction data. Conducted deep exploratory and statistical analysis to identify seasonal spikes, top-selling categories, order status distribution, size preferences, and state-level fulfillment performance. Used Python libraries (Pandas, Seaborn, Matplotlib, SciPy) for data cleaning, visualization, and hypothesis testing (Anderson-Darling, Mann-Whitney U, Kruskal-Wallis). Key insights included sales peaking in April, dominance of M/L/XL sizes in T-shirts, regional delays in Maharashtra and Karnataka, and overreliance on Amazon.in as a sales channel. Final recommendations focused on campaign timing, B2B expansion, size-specific inventory, and personalized marketing strategies. This project combines business acumen with technical rigor to support data-driven decision-making in e-commerce.

Job Salary Dataset Analysis
20 May, 2025 - 22 May, 2025

Team Size: 1

Key Skills: Data Analysis   Data Cleaning   Data Visualization   AIML   Pandas   Matplotlib

Project Link: https://github.com/Deep1671/job-salary-analysis.git

Tools: Python, Pandas, Seaborn, Matplotlib, Scikit-learn, SciPy, Jupyter Notebook
Performed an in-depth analysis of job salary data across 600+ professionals in data-related roles to identify compensation drivers and workforce trends.
Conducted EDA to uncover patterns across experience levels, job roles, company size, and locations
Built and evaluated a Decision Tree Regression model (R^2 = 0.78) to predict salaries using multivariate inputs
Performed one-way ANOVA tests to assess salary variation by remote work type ($p < 0.001$)
Found that experience level, job title, and remote work ratio were the most influential factors in determining salary
Delivered actionable insights for job seekers, HR professionals, and strategic planners on salary benchmarking and workforce optimization

Netflix Title Dataset Analysis
08 May, 2025 - 10 May, 2025

Team Size: 1

Key Skills:

Data Analysis   Statistical Data Analysis   Data Visualization   Python   AI   Data Cleaning   Matplotlib   Pandas

Project Link: https://github.com/Deep1671/Netflix-Dataset-EDA.git

Tools: Python, Pandas, NumPy, Matplotlib, Seaborn, SciPy, Jupyter Notebook
Analyzed Netflix's global catalog to uncover strategic insights into content distribution, genre popularity, and viewer preferences using the Netflix Titles dataset (2021).
Performed thorough data cleaning, preprocessing, and feature engineering for over 8,000 records
Conducted exploratory data analysis on content types, genres, countries, ratings, and time trends
Applied statistical tests including Z-Score, One-sample T-Test, Two-sample T-Test, and One-Way ANOVA
Visualized key metrics to highlight dominant content types, seasonal trends, and audience focus
Derived strategic recommendations to enhance content planning, regional targeting, and catalog optimization

Uber service response analysis
08 Jan, 2025 - 18 Mar, 2025

Mentor: Dr.Rachita jaiswal | **Team Size:** 5

Key Skills: marketing   7p   SPSS   service marketing   statistical test

Conducted a service quality evaluation for Uber using the SERVQUAL framework to measure customer perceptions across reliability, responsiveness, assurance, tangibles, and empathy. Designed and distributed a structured survey, collecting actionable data to analyze service gaps. Developed a detailed service blueprint to visualize the end-to-end customer journey, including frontstage interactions and backstage operations. Identified key areas where service expectations exceeded performance, particularly in reliability and responsiveness. Based on findings, proposed data-driven strategies to enhance customer satisfaction, operational transparency, and service delivery. The project integrates qualitative analysis, data interpretation, and strategic recommendations for service excellence

Malware classification
30 Jan, 2025 - 01 Feb, 2025

Team Size: 5

Key Skills: ai   data classification   data analytics

Project Link: https://drive.google.com/drive/folders/1Ni4_HurZJsWi6Zc06vEb4JDHrxUfkymn

A high-performance malware classification model was developed for the Mined Hackathon, focusing on detecting and categorizing malicious software based on its behavior and attributes. The model used a large dataset and XGBoost for scalability and performance. It captured patterns in file size, entropy, byte frequency, and instruction sequences. The project showcased advanced data cleaning, exploratory data analysis, model evaluation, and feature importance visualization, contributing to proactive threat detection strategies in cybersecurity.

BrainBoost:An AI powered learning tool
20 Oct, 2024 - 27 Nov, 2024

Mentor: Dr. Rutu Raj , Dr. Kinnnari Pancholi | **Team Size:** 4

Key Skills:

Consumer Behaviour   Marketing   Basic Marketing   consumer perception   pricing   positioning   problem-solving

Project Link: https://github.com/Deep1671/BrainBoost.git

Led a team project to design and analyze BrainBoost, an AI-powered hybrid learning platform for children that combines adaptive digital tools with physical learning centers.
Conducted segmentation, targeting, and positioning (STP) to identify high-value parent demographics and educational partners
Analyzed consumer decision-making stages and parental preferences for hybrid learning environments
Developed a comprehensive marketing strategy, including social media, referral programs, community outreach, and influencer campaigns
Benchmarked major EdTech competitors (e.g., Khan Academy, ABCmouse) to highlight BrainBoost's unique selling proposition: AI personalization + in-person learning
Proposed strategic solutions for market penetration, user retention, and income group variations through tiered pricing and phased implementation

ASSESSMENTS / CERTIFICATIONS

Google Analytics Certification
29 Mar, 2026

Key Skills: Data Collection   Reporting tools   Google analytics

Setup a Google Analytics 4 property for a website or an app
Collect the data you need for your business and use the various reporting tools and features
Recognize key measurement features that can show the effectiveness of your online marketing efforts

MINeD 2025

Key Skills: Data Analysis   Data Validation   Data Classification   Data Security

Project Lead – Mined Hackathon, Sponsored by Crest Data Systems
Led a team in developing a robust machine learning model to detect and classify malware based on static file analysis.
Performed extensive data preprocessing, including merging multiple datasets and feature extraction from executable file metadata.
Utilized XGBoost for classification, achieving high accuracy through hyperparameter tuning and cross-validation.
Implemented feature importance analysis to enhance model interpretability and improve security threat detection.
Demonstrated the ability to work under tight deadlines and deliver a technically sound solution in a competitive hackathon environment.

certificate of Participation in TATA Crucible Campus Quiz 2024
Participated in India's premier business quiz competition organized by the Tata Group.
Demonstrated strong business acumen, quick thinking, and strategic reasoning across multiple rounds.
Qualified through campus and regional rounds to reach the Zonal Finals, competing against top college teams.
Gained deep insights into business trends, current affairs, and brand knowledge through intense quizzing.

Problem Solving(Intermediate) skill Test

Key Skills: Problem Solving   Data Structures

Fact Finder Feista

Key Skills: Marketing

InnovaTex

Key Skills: Business Strategy   Problem Solving   Environmental Science

SEMINARS / TRAININGS / WORKSHOPS

Project Management Foundation **Institute Name:** Microsoft & Linkedin
12 Jan, 2025 - 16 Jan, 2025

Key Skills: Project Management Skills   Project Coordination   Project Planning   Team Leadership   Budgeting

Application of Machine Learning and Deep Learning in Various Domains
12 Aug, 2024 - 12 Aug, 2024

Institute Name: Computer Science and Engineering, Nirma University

Key Skills: AI   DL   AI models

Java Programming Essenials Bootcamp
07 Mar, 2023 - 11 Mar, 2023

Institute Name: LetsUpgrade

Key Skills: Java OOPs

Cyber Security and Ethical Hacking
Institute Name: coincent.ai

17 Dec, 2022 - 17 Feb, 2023

Key Skills: Cyber Security Ethical Hacking Networking Computer Networking

An Introduction to Prompt Engineering Workshop
Institute Name: Computer Society of India, Nirma University

Key Skills: prompt Enginnering analysis

WEB LINKS / IMs

- Other - https://www.linkedin.com/in/deep-makadia2012
- Personal - https://deepmakadia.netlify.app

PERSONAL DETAILS

Gender: Male
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