

Hemalatha B

[linkedIn/hemalatha-b](#)

[github/hemalatha-b](#)

Email: 1704hema@gmail.com

Mobile: 6382490056

Location: Kovilpatti, Tamilnadu, India.

Career Summary

As a highly motivated and passionate student, I am eager to pursue a role in software engineering. Known for completing projects ahead of deadlines, I love learning about computer systems, their interactions with the human world, and what makes them tick. I am excited to expand my knowledge in this field and contribute to technological advancements.

Education

RAMCO INSTITUTE OF TECHNOLOGY

B E Computer Science (2022-Present)
8.51(Upto 5th Semester)

UP MATRICULATION HR SEC SCHOOL

- SSLC(2020)-98.6%
- HSC(2022)-83%

Projects

Job Portal Application - MERN Stack | 2024

- Developed a job portal application using the MERN stack, enabling users to search, apply for jobs, and upload resumes.
- The admin dashboard allows job management with options to add, edit, delete, and filter jobs by company, category, and location.
- Admins can also view applicant details and resumes and contact applicants via an automated email redirection system.

Customer Segmentation Using Clustering - AIML | 2024

- Developed a customer segmentation model using clustering to optimize marketing strategies.
- Preprocessed the Mall Customer Segmentation Dataset, conducted EDA, and applied K-Means, Hierarchical Clustering, and DBSCAN.
- Evaluated using Elbow Method and Silhouette Analysis, identifying distinct customer segments for targeted marketing.

Spatial Data Science for COVID 19 - Data Science | 2023

- Analyzed COVID-19 trends using spatial data science techniques to identify geographic patterns and hotspots.
- Applied geospatial analysis and visualization to enhance data-driven decision-making for public health insights.

Publication

Customer Segmentation using Clustering Techniques: A Data-Driven Approach to Enhance Marketing Strategy, published in IEEE Xplore following presentation at ICSCNA 2024.

[Customer Segmentation-IEEE Xplore](#)

Technical Skills

- **Programming Languages:** C, Java
- **Web Development:** React, HTML, CSS
- **Databases:** MongoDB, MySQL, Database Management
- **UI/UX Design:** Figma, Canva, User Interface & Experience Design
- **Tools & Platforms:** Google Slides, Google Docs.

Internship

Python Programming -BOLT
1 month | Virtual

Certifications

- Front End Development With React V2
IBM | *Coursera*
- JavaScript Programming Essentials
IBM | *Coursera*

Memberships

- Social Activities Team, IE Association
- Google Developer Student Club

Achievements

- Elite Certification in Programming in Java, NPTEL

Areas of Interest

- UI/UX Design
- Full Stack Development
- AI/ML
- Data Science

DECLARATION - Hemalatha B, hereby declare that the above written particulars are true to the best of my knowledge