

Kartik Rana

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WORK EXPERIENCE

Feynn Labs

June. 2024 – Nov. 2024

Machine Learning Engineer Intern

- Developed & deployed **2+ ML models** using Django & HTMX, integrating real-time predictions into web applications
- Designed RESTful APIs and backend services, handling **10,000+ API requests** for ML predictions and data processing
- Optimized model performance, reducing response time by **40%** using efficient model compression techniques
- Collaborated with a cross-functional team, iterating on **5+ product features** based on stakeholder feedback

KultureHire

Jul. 2023 – Sep. 2023

Data Analyst Intern

- Analyzed **3,100+ survey responses** across **1,800 postal codes** to extract insights on Gen Z career preferences
- Cleaned & processed raw data using SQL, reducing query execution time by **35%** through indexing and optimization
- Designed **4+ interactive dashboards** in Power BI to visualize trends in career aspirations & hybrid work preferences
- Presented data-driven recommendations, influencing **2 key strategic decisions** on Gen Z hiring & retention

Projects

Customer Query Resolution using Machine Learning

- Built an **ML-powered query classification model** to predict issue categories and suggest automated responses
- Processed **100,000+ customer interactions**, improving first-response resolution rates by **30%**
- Designed a **Tableau dashboard** to track query resolution times, agent performance, and satisfaction scores
- Optimized workflow efficiency, reducing **customer complaints by 18%** and improving SLA compliance

Sales Analysis Dashboard (Tableau)

- Created an interactive **executive dashboard** tracking **internet sales, customer trends, product performance**
- Analyzed **500,000+ sales records**, identifying key growth opportunities that led to **data-driven decisions**
- Designed visual KPIs comparing actual vs. budgeted sales, **improving sales forecasting accuracy by 20%**

Customer Segmentation for E-Commerce

- Implemented **K-Means clustering** on e-commerce customer data to segment users based on purchasing behavior
- Analyzed **1 million+ transactions**, identifying key customer segments to optimize marketing strategies
- Designed a **Tableau dashboard** showcasing customer clusters, improving targeted ad effectiveness by **25%**
- Provided data-driven recommendations to personalize marketing campaigns and enhance customer engagement

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Google Data Analytics, Excel-Beginner to Advanced, Python),Full Stack Web Dev
- **Technologies:** Excel, SQL, R, Python, Tableau, Javascript, Htmx, Django
- **Skills:** Project Management, Problem-Solving, Business Process Analysis, Cross-Functional Collaboration, Data-Driven Decision Making, Data Storytelling

EDUCATION

Jaipuria Institute of Management

August 2024

Master in Business Administration, **Major:** Business Analytics and Data science