

JACOB DANIEL R

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PROFESSIONAL SUMMARY:

Detail-oriented professional with a Bachelor of Engineering in Computer Science and hands-on experience working with SQL, Python. Experienced in data cleaning, exploratory analysis, and building analytical workflows across diverse datasets. Strong at identifying patterns, structuring insights, and leveraging analytics and AI-assisted approaches to support data-driven decision-making.

EDUCATION:

Bachelor of Engineering in Computer Science and Engineering

CGPA: 8.23 / 10.0 | Aug 2022 – Jun 2026

Anna University, Tamil Nadu, India

Relevant Coursework: Data Structures and Algorithms, Object-Oriented Programming, Database Management Systems.

PROJECTS:

Customer Churn Analysis & Prediction ([GitHub](#)):

SQL, Python, Power BI

- Performed end-to-end analytics including data extraction, cleaning, and exploratory analysis to identify customer churn patterns.
- Used SQL for querying and Python (Pandas, NumPy) for EDA and feature-level analysis.
- Built an interactive Power BI dashboard to visualize churn drivers across customer segments and support retention insights.

Apple Freshness Detection ([GitHub](#)):

TensorFlow, Keras, MobileNetV2

- Built an image classification model to detect apple freshness using transfer learning with MobileNetV2.
- Preprocessed and augmented image data to improve model generalization and performance.
- Trained and evaluated the model using TensorFlow and Keras, focusing on accuracy and classification reliability.

App Store Analytics using Python ([GitHub](#)):

Python (Pandas, NumPy), Matplotlib, Seaborn

- Conducted exploratory data analysis on a dataset of 10,000+ mobile applications to uncover trends in app categories, ratings, installs, and pricing.
- Performed data cleaning and preprocessing using Pandas, handling missing values and inconsistencies to ensure reliable analysis.
- Created visualizations to identify category-level patterns between pricing strategy and user engagement.

Database Migration & Production Lifecycle ([GitHub](#)):

SQL Server, MySQL, Power BI

- Simulated a production-grade data lifecycle by developing reports in a test environment prior to production deployment.
- Migrated reports to a production database without rebuilding visuals by switching data source configurations.
- Simulated a DBMS migration by transitioning from SQL Server to MySQL and validating report accuracy post-migration.

SKILLS:

Core Tools: SQL, Python (Pandas, Scikit-learn, TensorFlow/Keras), Power BI (DAX, Power Query)

Platforms: Snowflake, Git, Jupyter, Tableau, Excel

ML & Analytics: CNNs (MobileNetV2), Predictive Modeling, ETL Pipelines, Data Modeling

Professional: Analytical Problem Solving, Stakeholder Communication, Collaboration, Requirements Gathering

CERTIFICATIONS:

- Complete Data Analyst Bootcamp – Udemy
- Mathematics for Data Science & GenAI – Udemy