

# Jai Vigneshwar Aiyyappan

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## EDUCATION

### Post Graduate Program in Applied AI Solutions Development 2024

George Brown College • Toronto, Canada • 3.95 GPA

**Coursework:** Deep Learning, Applied Mathematical Concepts for Deep Learning, Full Stack Data Science Systems, Design Thinking for AI Solutions, Data Visualization Techniques, Foundation of Data Management

### Bachelor of Engineering 2019

Major in Civil Engineering • SSN College of Engineering • Chennai, India • 3.44 GPA

## EXPERIENCE

### Rakuten Rewards

#### Data Analyst Intern

June 2024 - August 2024, Toronto, Canada

- Developing time series forecasts for buyer metrics for the year 2025, utilizing historical data and a range of forecasting techniques.
- Analyzed the impact of a campaign on key sales metrics, focusing on members who joined through the campaign in 2023 and 2024, and suggested insights to improve first-time buyer conversion rates.
- Developed comprehensive dashboards using data from Snowflake to evaluate the overall performance of CBE campaigns and the effectiveness of email marketing strategies in Canada, successfully categorizing over 95% of email campaigns into distinct groups for targeted analysis.

### Latentview Analytics

#### Senior Analyst

April 2023 - August 2023, Chennai, India

- Developed regression and classification ML models, surpassing R-squared values of 90%, for a prominent US-based automotive company.
- Identified and optimized the top KPIs at each milestone, resulting in significant reductions in unit loss and warranty costs for the client.
- Collaborated with cross-functional teams to generate simulated data for a connected automotive view using Python, deploying algorithms to precisely simulate real-world scenarios on the dashboard through Tableau.

#### Analyst

October 2021 - March 2023, Chennai, India

- Conducted validation of the Credit Risk Logistic model for a prominent US-based Automotive company by leveraging SAS
- Developed and delivered six Regression Models utilizing DataRobot, effectively predicting and mitigating unit losses through PRS.
- Earned a SPOT award in February 2023 for outstanding performance in project delivery.

### Cognizant

#### Jr Product Specialist

October 2019 - October 2021, Chennai, India.

- Maintained and monitored alerts in the production system for a Fortune 500 Insurance Company Project.
- Provided triage support for priority one and two system outages, ensuring timely resolution, and minimizing downtime.
- Developed intricate SQL statements to deliver backend solutions addressing production issues, monitoring, and reporting.
- Automated a Reconciliation report for fortnight reconciliation of claims for a particular business operations.

## PROJECT

### LLM-Based Q/A Bot for College Website (GeorgeBrownGPT)

- Developed an innovative Q/A Bot for the college website to enhance the experience of future and current students.
- Utilized RAG, Large Language Models (LLM), and Domain Adapted In-Context Learning for intelligent and context-aware responses. Integrated proficiency in Beautiful Soup, Hugchat, and SBERT for seamless implementation and enhanced functionality.
- Designed to efficiently answer queries related to college programs, providing students with a user-friendly and informative platform.

### HR Attrition Dashboard

- Created an HR Attrition Dashboard using Python to generate synthetic data and Tableau for dynamic visualizations.
- Developed interactive visuals to monitor and analyze employee attrition rates, offering actionable insights for HR decision-makers.

### Amazon Review Insights

- Developed the Amazon Review Insights platform in collaboration to extract valuable insights from product reviews.
- Employed a Large Language Model (LLM) to identify pros and cons at key feature levels.
- Utilized zero-shot sentiment classification for sentiment analysis over time.
- Built a user-friendly web application using Flask and Docker, deployed on a cloud platform for seamless access and scalability.

### Class Attendance System (GBCAttendance)

- Implemented real-time face detection and recognition using video feed integration with Haar Cascade Classifier, YOLOv8m, and CNN.
- Integrated Streamlit for a user-friendly frontend, enabling easy interaction with face detection and recognition functionalities.
- Automatically compiled attendance records into an Excel file upon class completion, streamlining attendance tracking and administrative efficiency for instructors.

## CERTIFICATIONS

### Professional Machine Learning Engineer

Google Cloud • 2023

### PGP in Data Science and Engineering

Great Learning (Great Lakes) • 2022

## SKILLS

**Languages and Tools:** Python, MySQL, MongoDB, GCP, Git, Tableau, Docker, Snowflake, Alteryx, DB2, PowerBI, Flask, DataRobot

**Skills:** Computer Vision, MLOps, LLM, NLP, Deep Learning (CNN, Auto Encoders, GAN, RNN, LSTM), RAG

**Packages:** TensorFlow, PyTorch, Langchain, Pandas, Plotly, Scikit-Learn, Seaborn