

# JAYASHREE SHARMA

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## EDUCATION

Bachelor of Technology, Computer Science Engineering  
VIT Bhopal University, Bhopal

Nov 2022 – Present  
CGPA: 8.31

Bachelor of Science, Data Science and Applications  
Indian Institute of Technology, Madras

Sep 2022 – Present

## TECHNICAL SKILLS

- **Programming Languages:** Python, SQL, C++, JavaScript
- **Data Analysis & Visualization:** Pandas, NumPy, Matplotlib, Seaborn, Power BI, MS Excel
- **Database Management:** MySQL, PostgreSQL
- **Data Engineering Tools (BASICS):** Apache Airflow, ETL pipeline, APIs, Web Scraping
- **Machine Learning (Basics):** Scikit-learn, Regression, Clustering, Isolation Forest

## PROJECTS

### Machine Learning and Blockchain: AI-Verified Sustainability Ledger

- Implemented an anomaly detection system using the Isolation Forest algorithm to identify irregularities in mock sustainability data (e.g., emissions, water usage).
- Integrated Hyperledger Fabric 2.4.9 for tamper-proof storage of each stage's verified data, enabling real-time access by third-party auditors and consumers.
- Enabled product-level QR code scans to visualize a product's verified sustainability footprint, enhancing consumer trust and brand accountability.
- Enabled transparent, tamper-proof sustainability records to reduce greenwashing and support auditability.

### Data Science: Customer Personality Analysis

- Employed advanced Machine Learning algorithms, including clustering techniques such as K-means, to analyze and categorize customer behavior patterns for accurate persona identification.
- Implemented data visualization strategies using Python libraries, including pandas for data manipulation and matplotlib for creating insightful visualizations.
- Utilized pandas, a powerful data manipulation library in Python, to preprocess and clean large Starbucks customer feedback datasets, ensuring accurate input for machine learning models.
- Developed detailed persona profiles that support targeted marketing strategies and personalization, enhancing overall customer engagement and business outcomes.

## CERTIFICATES

### Microsoft Certified - Azure AI Fundamentals

ID: F4A1FF728E2D40B7 — Certification Number: 1CCD73-1C64F7

Jun 2023

### Foundation Certificate - IIT Madras

Completed the foundational level in the BS degree in Programming and Data Science from **IIT Madras**.

Jun 2024

## ACHIEVEMENTS

### All India Rank 3 - India Space Lab Winter Internship Examination 2024-2025

India Space Lab

Secured AIR 3 in the prestigious national-level examination organized by India Space Lab.