Name: Rishi Jha   **Email:** rishijha0910@gmail.com

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GitHub: https://github.com/Jha-2022

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Education

Vellore Institute of Technology: Bhopal, India
    Bachelor of technology: 7.95   October 2022 – April 2025
St. Anslem North City School: Jaipur, Rajasthan, India
    12th C.B.S.E: 88.4%
    10th C.B.S.E: 88.2%

Skills Summary

- **Languages:** Python, SQL
- **Frameworks:** Pandas, Numpy, Scikit-Learn, Matplotlib
- **Tools:** Power BI, Tableau

Projects

Sales Performance & Forecasting Dashboard   **GITHUB_Link**

- Analyzes historical data to identify trends and built an interactive dashboard
- Developed a forecasting model to predict future sales, providing insights for inventory optimization and strategic planning

Credit Card Fraud Detection   **GITHUB_Link**

- Developed and fine-tuned a logistic regression-based machine learning model achieving an 87% accuracy rate in predicting credit card fraud.
- Minimized false positives by 16% through rigorous feature engineering and hyper parameter tuning processes.
- Implemented under-sampling and ensemble techniques to address class imbalance, leading to 15% improved performance.
- Successfully mitigated fraudulent transactions while optimizing model efficiency by 23% and accuracy by 6%.

Customer Segmentation & Targeted Marketing   **GITHUB_Link**

- **Conducted RFM (Recency, Frequency, Monetary Value) analysis and applied clustering to segment the customers into distinct groups.**
- **Developed data-driven recommendations for targeted marketing campaigns to enhance engagement and drive repeat business**

Experience :

Worked at Blue stock as an SDE intern from 1st April to 5th May to make their websites with the tech-stack: react and tailwind css frameworks for frontend and node and express for backend

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CERTIFICATES

AWS Solution Architect (Ethnus)| CERTIFICATE

Cloud Computing (NPTL)| CERTIFICATE   **Data analysis(free Code Camp)| CERTIFICATE**

British Air Ways Data Science Job Simulation from (Forage)|CERTIFICATE

Python_basic_certificate |CERTIFICATE

SDE internship at BlueStock(1st April-5th May)| CERTIFICATE

Gen AI for everyone (Fractal)| CERTIFICATE

Gen AI Using IBM Watson x (IBM)| CERTIFICATE