Name: Rishi Jha Email: rishijha0910@gmail.com

<u>Linkedin:</u> https://www.linkedin.com/in/rishi-jha-

bb48a3251?utm source=share&utm campaign=share via&utm content=profile&utm medium=android app

**Education** 

Vellore Institute of Technology:

Bachelor of technology: 7.95

St. Anslem North City School:

12<sup>th</sup> C.B.S.E: 88.4% 10<sup>th</sup> C.B.S.E: 88.2% Bhopal,MP, India 2022 – 2026

Jaipur, Rajasthan, India

## **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 a remote SDE intern from 1<sup>st</sup> April to 5<sup>th</sup> May to make their websites with the tech-stack: react and tailwind css frameworks for frontend and node and express for backend

## **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(1<sup>st</sup> April-5<sup>th</sup> May)| CERTIFICATE

Gen AI for everyone (Fractal) | CERTIFICATE

Gen Al Using IBM Watson x (IBM) | CERTIFICATE