

KANAK SHRIVASTAVA

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PROFILE SUMMARY

Proficient in SQL, Python, and data visualization tools such as Power BI and Tableau, with experience in developing analytical solutions and enhancing network performance. Able to apply computational and analytical expertise to extract valuable insights and support data-driven decision-making.

EDUCATION

Vellore Institute of Technology

Bachelor of Technology

Computer Science and Engineering, Specialization in AIML, GPA: 8.17

Bhopal, India

Sept 2021 - Ongoing

BEHS Sumati Academy

Class - XII, Percentage - 86.4%

Chhatarpur, India

2021

BEHS Neev Academy

Class - X, Percentage - 91%

Chhatarpur, India

2019

SKILLS

Languages: Python, SQL

Developer Tools: Power BI, Tableau, MS Excel, VS Code, Google Collab, Jupyter Notebook

CERTIFICATIONS

Forage - TATA: Data Visualization virtual Internship: Empowering Business with Effective Insights ([LinkedIn](#))

Hackerrank - SQL: Intermediate Assessment ([LinkedIn](#))

Coursera - IBM: Python for Data Science, AI, and Development ([LinkedIn](#))

PROJECTS

Shopping Trends Analysis | SQL, MySQL | ([GitHub](#))

Dec 2024

- Created a SQL-based analysis technique to learn more about consumers' purchasing habits, as 40% of total revenue comes from customers, which helps optimize business plans.
- Analyzed key factors such as subscription status, discount usage, seasonal trends, payment methods, and purchase frequency to optimize consumer segmentation and targeted marketing.
- Implemented data-driven strategies that resulted in personalized marketing, improved customer engagement, and enhanced revenue growth.

Credit Card Fraud Detection | Python | ([GitHub](#))

Aug 2023-Oct 2023

- Developed a Python-based system leveraging advanced machine-learning algorithms to effectively detect and prevent credit card fraud, enhancing transaction security and minimizing fraudulent activities through data-driven insights.
- Enhanced security and minimized financial losses for banks and service providers by improving fraud detection rates.
- Researched fraud indicators and assembled and curated datasets for training ML model - Logistic Regression, with indicators implemented in Python.

5G Resource Allocator | Python, HTML/CSS, Flask | ([GitHub](#))

Nov 2023 - Dec 2023

- Engineered a machine learning method that dynamically allocates bandwidth and optimizes 5G network performance, ensuring efficient, reliable service by continuously monitoring demand and improving over time.
- Persuaded cross-functional teams to include a machine learning model with Flask, utilizing improved methods.
- Coordinated with 4 people and worked on the Random Forest algorithm.

POSITIONS & RESPONSIBILITIES

Nature and Trekking Club, VIT Bhopal University

Bhopal, India

Student Coordinator ([LinkedIn](#))

Aug 2022 - Feb 2024

- Arranged 2 trips: a trip to the Sanchi Stupa in Sanchi, Madhya Pradesh, and a tour to the Bhimbetka Rock Shelters, Madhya Pradesh.
- Managed events, such as tree planting and exhibition of the beauty of nature on World Environment Day, rock painting, and tote bag painting at the annual VIT Bhopal festival, AdvITYa'24.

ACHIEVEMENTS

GeeksForGeeks

Solved over 250+ coding problems, honing skills in data structures, algorithms, and problem-solving techniques

HACKERRANK

Achieved a 4-star rating in Python and a 4-star rating in SQL.

Smart India Hackathon

Dec 2023

Teamed up with a group of 5 members to secure a finalist position in the Smart India Hackathon, driving idea articulation and spearheading the development of innovative solutions for complex challenges.