

# Kesav S J

Dublin, Ireland | (+353) 899458178

Kesavsj03@gmail.com | <https://www.linkedin.com/in/kesav-sj/> | [Github](#) | [Portfolio](#)

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## TECHNICAL PROFILE

- **Programming Languages:** SQL, Python, HTML, CSS, JavaScript
- **Operating Systems:** Windows
- **Packages:** Pandas, NumPy, SciPy, Matplotlib, Scikit-learn, Seaborn, Plotly, langchain, TensorFlow, Pytorch, Django
- **Tools:** Power BI, Tableau, MS Excel
- **Database:** Redis, MySQL, SQL Server
- **Machine Learning:** Linear regression, Logistic Regression, KNN, Randomforest, Naive bayes, SVM, PCA, Hierarchical clustering, XGBoost, ARIMA, SARIMA

## EDUCATION

### Master's in Business Analytics

Sep 2023 - Aug 2024

UCD Michael Smurfit Graduate Business School, Dublin, Ireland

GPA 1:1 (Expected)

#### Relevant Modules

Optimization in Business, Statistical Methods, Programming for Analytics, Data Mining

### Bachelor's in Information Technology

Jun 2019 - Jun 2023

Sri Venkateswara College of Engineering, Chennai, India

GPA 1:1

#### Relevant Modules

Database Systems, Probability and Queuing Theory, Computational Intelligence, Big Data Analytics, Statistical analysis using R programming, Blockchain for Business, IOT and Machine learning, OOPS using C++ and Python

## ACADEMIC PROJECTS

### Energy Consumption Forecasting

Feb 2024 - Apr 2024

UCD Michael Smurfit Graduate Business School, Dublin, Ireland

- Utilized **XGBoost**, a powerful gradient boosting algorithm, for predictive analysis to capture complex nonlinear relationships between features and the target variable, resulting in more accurate forecasts of energy consumption.
- Enhanced model performance through **cross-validation (CV)** and **grid search**, ensuring generalization to unseen data and preventing overfitting.
- outperformed other models in terms of Mean Absolute Percentage Error (**7.34**), providing more accurate forecasts of energy consumption.

### Fitness Tracker Using MediaPipe Pose Classification

Jan 2023 - May 2023

Sri Venkateswara College of Engineering, Chennai, India

- Engineered an application utilizing **MediaPipe Pose Classification** for exercise performance evaluation, incorporating real-time user coordinate tracking.
- Achieved an impressive single-pose live-scoring of 92.67% and multi-pose live-scoring ranging from **95.11%** to **95.98%** across multiple repetitions.
- Implemented a robust Max-Min Approach to accurately count reps during exercise. ensuring precise tracking of performance and progress.

## PERSONAL PROJECT

### Premier League Match Winner Prediction

Dec 2023 – Jan 2024

- Utilized web scraping techniques with **BeautifulSoup** to extract relevant Premier League match data, including results and shooting statistics, from the Fbref website.
- Employed Pandas and NumPy for data preprocessing, constructed a predictive model using the **Random Forest** Machine Learning algorithm.
- Enhanced model accuracy and precision by **22.7%** through the integration of additional parameters derived from rolling averages.

## EXPERIENCE

### Backend Developer - Intern

Aug 2021 – Sep 2021

*Laidback Technologies, Chennai, India(Remote)*

- Designed and implemented an E-commerce web application for Taranga Farms, enabling customers to conveniently purchase a wide range of farm and dairy products.
- Worked on backend integration utilizing Python **Django Rest Framework** and tested **Rest APIs** using Postman.
- Cleaned existing code and improved API response time by **7%**.

### Machine Learning Developer - Intern

Dec 2020 - Feb 2021

*Asktrabaajo Pvt Ltd, USA(Remote)*

- Collaborated with senior management to build a Recommendation system.
- Utilized location and skill-based Analysis in python on a live project to predict suitable candidates for employers to hire.
- Implemented a machine learning algorithm that increased candidate matching accuracy by 20%, enhancing the efficiency of the Recommendation system.

## PERSONAL ACHIEVEMENTS

- Awarded in the Ease the Error Hackathons by IETE Chennai Centre in September 2020 and May 2021.
- Awarded third place in a 24-hour online Industry associated inter-college level Hackathon organised by the Department of Information Technology.
- Selected for incubation and secured a **10,000 INR (€100)** seed fund from Mr. Sivarajah Ramanathan, the Mission Director & CEO of the Tamil Nadu Startup and Innovation Mission, during a pitching event hosted by Entrepreneurship Promotion and Incubation Centre (EPIC) at Sri Venkateswara College of Engineering.

## STRENGTHS

- **Analytical Thinking:** Demonstrated strong analytical thinking through the development of a Football Match Prediction model, utilizing **web scraping** and machine learning algorithms to enhance predictive accuracy.
- **Time Management:** Effectively managed time during the **24-hour online hackathon** by completing entire application with back-end Integration within the time constraint.
- **Team Player:** Demonstrated strong team skills by actively participating in multiple group hackathons, contributing to collaborative problem-solving and achieving notable success by winning prizes.
- **Conflict Resolution:** Successfully navigated challenges and conflicts while leading the academic project (Fitness Tracker), ensured a smooth workflow and project completion.
- **Entrepreneurship:** Successfully pitched a **B2B Collaboration application** for employee performance evaluation with gamification approaches.
- **Communication Skills:** Effectively collaborated with co-workers using Git during the development of the Recommendation system at AskTrabaajo Pvt Ltd, emphasizing the importance of clear communication in project collaboration.

## VOLUNTEERING

### Marketing and Outreach Coordinator – Curtain Call Svce

*Sri Venkateswara College of Engineering, Chennai, India*

- Developed a comprehensive social media strategy. Resulting in a **15%** growth in online followers and engagement.

### Youth Red Cross Member

*Sri Venkateswara College of Engineering, Chennai, India*

- Coordinated regular blood donation events through YRC, ensuring smooth execution and maximum participation.
- Donated blood every six months, contributing to the YRC's efforts.

### Networking and Social Events Committee Member

*UCD Michael Smurfit Graduate Business School, Dublin, Ireland*

- Organized Diwali Festival at UCD Smurfit Campus, successfully managed event, incorporating traditional customs and decorations to engage diverse student community.
- Procured diverse assortment of traditional sweets from local suppliers, negotiating deals to cater to attendees' preferences.
- Coordinated all aspects of the festival, ensuring smooth execution and immersive cultural experience for attendees.