KESAV S J

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Personal Statement

Dedicated and innovative business analytics candidate with a strong foundation with B.tech in Information technology and a MSc in Business Analytics from UCD Michael Smurfit Graduate Business School. Proven expertise in developing AI solutions, and securing accolades in hackathons, showcasing a passion for leveraging data-driven insights to drive business success.

Technical Skills

Languages and frameworks: Python, Pandas, Numpy, Matplotlib, Langchain, TensorFlow, Pytorch, Django

Machine learning: Linear regression, Logistic Regression, KNN, Randomforest, Naive bayes, SVM, PCA, Hierarchical clustering

Data Visualization: Excel, Tableau, Power BI

Database: PostgreSQL, MongoDB, MySQL, redis, Qdrant

Education

UCD Michael Smurfit Graduate Business School, Dublin, Ireland   **Sep 2023 - Aug 2024**
MSc in Business Analytics

Key Modules Include: Optimization in Business, Statistical Methods, Programming for Analytics, Data Mining

Sri Venkateswara College of Engineering, Chennai, India   **Aug 2019 – Jun 2023**
B.Tech in Information Technology (1:1)

Key Modules Include: Big Data Analytics, Statistical analysis using R programming, Blockchain for Business, IOT and Machine learning.

Work experience

Laid back Technologies (Chennai), Backend Developer - Intern   **Aug 2021 – Sep 2021**

- 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 **10%**.

AskTrabaajo Pvt Ltd (Chennai), AI ML Developer - Intern   **Dec 2020 - Feb 2021**

- 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.
- Made use of Git to collaborate with co-workers while developing the system.

Projects

Football Match 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 features derived from rolling averages.

Fitness Tracker   **Jan 2023 – May 2023**

- Engineered an application utilizing **MediaPipe Pose Classification** for exercise performance evaluation, incorporating real-time user coordinate tracking.
- The application accurately calculates scores impressive single-pose live-scoring at **92.67%** and multi-pose live-scoring ranging from **95.11% to 95.98%** across multiple repetitions.

Employee Attrition Analytics   **Nov 2022 – Jan 2023**

- Led a team in collaboration with IBM, focusing on Employee Attrition Analytics.
- Leveraging IBM Cognos for advanced data visualization

Personal achievements

- Awarded in the Ease the Error Hackathons by IETE Chennai Centre (Sep 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 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.

Other Skills

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.

Excellent Communication: 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.