

**ACADEMIC E-PORTFOLIO: Vnssvams Mahalakshmi D**



Verified

**Vnssvams Mahalakshmi D**

[About Program](https://www.mygreatlearning.com/pg-program-data-science-and-business-analytics-course?utm_source=eportfolio&gl_source=Linkedin&gl_campaign=Eportfolio)



[**Post Graduate Program in Data Science and Business Analytics**](https://www.mygreatlearning.com/pg-program-data-science-and-business-analytics-course?utm_source=eportfolio&gl_source=Linkedin&gl_campaign=Eportfolio)

February 2024 - February 2025

**Course Projects**

**Sep 2024**

**New Wheels Case Study**

Course: SQL

New-Wheels sales have been dipping steadily in the past year and due to the critical customer feedback and ratings online, there is a drop in new customers every quarter, which is concerning. The data is not organized and is dumped as flat files only to be used occasionally. Your objectives to answer business questions with the help of MYSQL. Use the output data to create visualization to be used in the Quarterly Business Report for the Leadership with recommendations and insights.

Skills & Tools Covered

Fetching and filtering techniques to query the data

Aggregating the data using aggregate and window functions

Getting quicker insights using sub queries and case when functions

Joining the multiple tables using inner joins

Left join

Right Join

Creating mathematic calculations using formulas in SQL queries

Creating mathematic calculations using formulas in SQL queries Create visualisations

**Aug 2024**

**EasyVisa**

Course: Machine Learning - 2

Analyze the data of Visa applicants, build a predictive model to facilitate the process of visa approvals, and based on important factors that significantly influence the Visa status recommend a suitable profile for the applicants for whom the visa should be certified or denied.

Skills & Tools Covered

EDA

Data Preprocessing

Customer Profiling

Bagging Classifier (Bagging and Random Forest)

Boosting Classifier (AdaBoost

Gradient Boosting

XGBoost)

Stacking Classifier

Hyperparameter Tuning using GridSearchCV

Text Mining

**Jul 2024**

**Project - Predictive Modelling**

Course: Predictive Modeling

This project has two parts a) Computer-activ Project using Linear Regression which aims to predict the percentage time the computer remains in user mode. b) Women's contraceptive Project using Classification techniques to classify how many women use or not use contraceptive

Skills & Tools Covered

Linear Regression

Logistic Regression

CART

LDA

**Jun 2024**

**Segmentation using Clustering and PCA**

Course: Machine Learning - 1

"The data collected has many variables which makes it difficult to find useful details without using Data Science Techniques. The very first step is to perform EDA and then performing Clustering, PCA as per the requirements in the data. 1. Digital Marketing Advertisement Data Segmentation using clustering techniques. 2. Identify Optimum Principal Components that explains the most variance in the Primary Census data."

Skills & Tools Covered

EDA

Clustering

PCA

Data Mining

Silhoutte Score

Segmentation

**May 2024**

**Inferential Statistics Coded Project**

Course: Inferential Statistics

Analyze the datasets provided and use the concepts of Inferential Statistics to solve business problems and answer specific questions - insights on stone suitability for printing, the effectiveness of a fitness program, and the impact of dentists and implant methods on metal implant hardness - to enable data-driven decision-making and operational improvements.

Skills & Tools Covered

Probability

Joint Probability

Conditional Probability

Estimation

Centeral Limit Theorem

Hypothesis Testing

ANOVA

Probability Distributions

**Apr 2024**

**SMDM Guided Project- Food Hub Analysis**

Course: Statistical Methods for Decision Making

The food aggregator company has stored the data of the different orders made by the registered customers in their online portal. They want to analyze the data to get a fair idea about the demand of different restaurants which will help them in enhancing their customer experience. Perform the data analysis to find answers to these questions that will help the company improve the business.

Skills & Tools Covered

Descriptive Statistics

Exploratory Data Analysis

Visualization

seaborn

matplotlib

Framing Analysics Problem

**Mar 2024**

**E-Commerce Revenue Management**

Course: Python for Data Science

Solution of a business problem to identify which region has maximum sales volume, which type of products are sold the most, how much revenue the E-Commerce Company makes, and the brands that use its portal.

Skills & Tools Covered

numpy

pandas

visualization

user defined functions

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