MAHIMA M
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SUMMARY

Data Scientist with expertise in transforming large datasets (50M+) into actionable insights and impactful machine learning solutions. Applied Generative AI (LLMs) using Gemini API and NLTK to create user specific emails, resulting in a 45-65% improvement in engagement rates through tailored content delivery. Proficient in Python, R, and SQL, demonstrated through the development of predictive models, personalized recommendation engines, NLP applications, and data visualizations that improved decision-making and operational efficiency. Experienced in handling end-to-end data science projects, from ETL to model deployment, delivering tangible business outcomes.

SKILLS

Data Science & Analytics: Machine Learning, Artificial Intelligence, NLP, Predictive Modeling, ETL, Time Series Analysis, Sentiment Analysis, Generative AI.
Programming & Scripting: Python, R, SQL, MySQL, DAX.
Data Visualization & Reporting: Power BI, Tableau, Excel, Google Cloud Platform (GCP).
Tools & Platforms: Django, Docker, Git, TensorFlow, NLTK, Gemini API.
Soft Skills: Communication, Leadership, Mentoring.

PROFESSIONAL EXPERIENCE

Data Scientist
Uniathena Pvt Ltd
Sept 2023 – Present

- **GenAI Model:** Implemented a Generative AI-powered email model using Gemini API and NLTK, incorporating sentiment analysis and content generation, which increased open rates by 20% and boosted engagement by 45-65% for 3M+ users.
- **Sentiment Analysis:** Conducted sentiment analysis on 50K+ user comments across 600+ courses, uncovering trends that informed course redesigns, resulting in a 15% increase in user engagement.
- **Prediction Model:** Built a model predicting user transitions from short courses to academic programs, improving conversion rates by 22%.
- **Power BI dashboards:** Created Power BI dashboards to track webinar performance, course completion rates, student satisfaction, and campaign ROI for 3M+ students.
- **Mentorship & Leadership:** Guided a team of three junior data scientists on projects involving predictive modeling, NLP, and data visualization, leading to a 15% improvement in project delivery time and enhanced alignment with organizational goals.

Project Engineer
Wipro Technologies
Feb 2022 – Aug 2023

- **Recommendation Model:** Created a recommendation engine using collaborative filtering and content-based algorithms, increasing user engagement and course adoption rates by 31%.
- **Process Automation:** Automated academic progress reporting for 5.2K+ students, reducing manual effort by 30% and improving accuracy.
- **Data Visualization**: Designed Power BI dashboards to monitor enrollment trends across 50+ programs, aiding resource allocation.
- **Risk Analysis:** Analyzed engagement data for 3K+ students to identify those at risk, enabling targeted retention efforts.

Software Engineer Trainee
SSG Software Pvt Ltd
Aug 2021 – Jan 2022

- **System Optimization:** Improved GST Billing software performance by 20% through .NET optimizations, including code refactoring and memory management enhancements, reducing processing times for key operations.
- **API Integration:** Integrated GST number verification APIs, enhancing service reliability for 500+ businesses.
- **Database Performance:** Resolved SQL query performance issues, speeding up execution for over 1,000 daily transactions.

MAJOR PROJECTS

Personalized Email Generation Using Google's Gemini Generative AI
Nov 2024

- Automated email generation with dynamic content based on NLP-based audience analysis.
- **Tools:** Python, Gemini APIs, NLTK, Django, Docker.
- **Impact:** Increased open rates by 45-65% for 20,000+ recipients, enhancing marketing ROI.

Prediction Model for Transition from Short Courses to Academic Programs
June 2024

- Developed a model to identify user who would transition from academic programs, for targeted outreach.
- **Tools:** Python, Scikit-learn, Power BI.
- **Impact:** Improved conversion rates by 22%, supporting enrollment strategies.

Webinar Analysis Power BI Dashboard
Dec 2023

- Analyzed webinar data, including certifications, registrations, attendance, and user trends.
- **Tools:** Zoom API, SQL, Power BI.
- **Impact:** Provided actionable insights to improve webinar engagement and identify drop-off sources.

Recommendation Model for Course Suggestions.
May 2023

- Developed a custom recommendation model to suggest the courses to the learners
- **Tools:** Python, Scikit-learn, SQL
- **Impact:** Achieved a 31% improvement in user engagement and boosted the course adaptation.

Customer Churn Prediction for Subscription-Based Platform
Jan 2023

- Built a machine learning model to predict customer churn using historical data.
- **Tools:** Python, Scikit-learn, SQL, Tableau.
- **Impact:** Enabled retention strategies by identifying high-risk customers.

EDUCATION

Bachelor of Engineering (B.E.) in Computer Science & Engineering
Visvesvaraya Technological University (VCET, Puttur D.K)
Graduated: Aug 2021 | CGPA: 7.63

CERTIFICATIONS

- **Executive Diploma in Machine Learning** – Uniathena.
- **Statistics for Data Science** – GreatLearning.
- **Prompt Engineering for ChatGPT** – GreatLearning.
- **Data Science Expert with Python Django** – SimplyLearn.
- **Complete Introduction to Microsoft Power BI** – Udemy.