MIDHUNESH G

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SUMMARY

Data Science enthusiast proficient in Python, R, and Power BI with hands-on experience in EDA, machine learning, and CNN-based image classification. Skilled at building end-to-end data solutions and dashboards that drive actionable business insights.

SKILLS

Programming: Python, R, MySQL, Excel.
Visualization: Power BI, Matplotlib, Seaborn, Plotly, Excel (Advanced).
Analytics: EDA, Regression, CNN, Machine Learning, Deep Learning, Statistical Analysis.
Web: HTML, CSS.

EXPERIENCE

Digital Campaign Analyst – *Populus Empowerment Network (PEN India)* | **Mar 2024 – Apr 2024.**
- Tracked and Analyzed digital campaign performance using Excel-based reporting frameworks.
- Collaborated with campaign teams to enhance performance across multiple channels.
- **Tools:** VBA Coding - Microsoft Excel, Google Sheets.

Data Science Intern – *Unified Mentor* | **Feb 2025 – Mar 2025.**
- Developed a movie recommendation system using collaborative and content-based filtering techniques.
- Conducted exploratory data analysis (EDA) on Netflix data to uncover user behaviour and trending content patterns.
- **Tools:** Python, Pandas, scikit-learn, Matplotlib, Seaborn, Machine Learning.

Data Science Intern – *Kavery Group of Companies, Coimbatore* | **May 2025 – June 2025.**
- Conducted data cleaning, transformation, and exploratory analysis on 3-month sales data to derive actionable business insights.
- Prepared **Monthly Reports** and supported strategic decision-making by analyzing **revenue trends, inventory turnover, RFM segments, and repeat purchase behaviors. Additionally, performed sales forecasting using Prophet and identified geographic sales patterns** for the manufacturing division.

EDUCATION

Expected in 03/2026   **B.Sc.Data Science**
                                   Kumaraguru College Of Liberal Arts And Science - Coimbatore, Tamil Nadu

PROJECTS

- **Smart Sorting of Fresh and Rotten Fruits –** Built a CNN model with 97% accuracy using TensorFlow for fruit freshness classification.
- **Cricket Match Analysis –** Designed a visualization tool to analyze overs, run rate, and match strategy using Python.
- **DeepSeek 1.3B R1 Chatbot Development –** Trained a persona-based chatbot using DeepSeek for contextual conversation generation.
- **Movie Recommendation System –** Developed a hybrid recommender using collaborative and content-based filtering techniques.
- **Sales Data Analysis & Product Bundling –** Used R to uncover high-conversion product bundles from transactional sales data.

CERTIFICATIONS AND ACHIEVEMENTS

- Certified in **AI-Powered Business Analytics** – *National University of Singapore (NUS).*
- **Published research on Smart Fruit Sorting using CNN** – *Bharathiar University Conference.*
- Completed **Industrial Training on Business Intelligence with Power BI and Excel** – *Ampyo Technologies Pvt. Ltd.*