

# NitishKumar A

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## Profile

Enthusiastic Digital Marketing Specialist seeking a challenging role to leverage strong analytical skills and passion for digital marketing. Eager to contribute to a dynamic team and develop expertise in digital strategies.

## Education

MBA (Finance and Business Analyst), Panimalar Engineering College, 2021 – 2023, Chennai  
BSc (Computer Science), Sathyabama Institute of Science and Technology, 2018 – 2021, Chennai  
Advanced Programmer with Data Science Mastery, Guvi Greek, 09/2023 – 02/2024, Chennai

## Skills

Analytical Skills, Pandas, NumPy, Matplotlib, Scikit-learn, Machine Learning, Communication, Python, LLMs, PostgreSQL, MongoDB, Streamlit, EasyOCR, NLTK

## Certifications

Google's Project Management  
ChatGPT for Everyone  
Guvi's Master in Data Science

## Projects

Youtube Data Harvesting Project: Retrieval of channel and video data from YouTube using the YouTube API. Storage of data in a MongoDB database as a data lake. Migration of data from the data lake to a SQL database for efficient querying and analysis. Search and retrieval of data from the SQL database using different search options. SKILLS: POSTGRES SQL, MONGODB, GOOGLE API CLIENT, PYTHON, STREAMLIT

A Study on Technical Analysis Conducted analysis on selected commodities with reference to Nuvama Wealth and Investment Management.

Biz-CardX Visualization: The tool uses OCR technology to recognize text on business cards and extracts the data into a SQL database after classification using regular expressions. SKILLS: EasyOCR, Streamlit, sqlite3, Pandas

Customer Insight and Recommendation System: A comprehensive project employing classification prediction, image processing, and text analysis to understand customer behavior. SKILLS: Decision Tree, Logistic Regression, Random Forest, EasyOCR, PIL, NLTK