RISHITA PRIYADARSHINI SARAF

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EDUCATION

Vellore Institute of Technology, Bhopal 2022- 2026
BTech In Computer Science and engineering CGPA: 8.76 (expected)

TECHNICAL SKILLS

- **Programming Languages:** Python, C++
- **Databases:** MySQL
- **Technical Skills:** Data Analysis, Data Visualization, Microsoft Excel, Power BI, SQL, Machine Learning Algorithms, Deep Learning, NLP, Image Processing, Generative AI
- **Tools & Frameworks:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, TensorFlow, Pytorch, Keras, OpenCV

UNIVERSITY PROJECT

AI-Driven Google Play Analytics Dashboard Jan, 2025

- Analyzed 10,000+ Play Store apps with Pandas/NumPy to uncover trends in installs, ratings, revenue, and user sentiment.
- Built an interactive Plotly dashboard with 10+ visualizations, including time-based charts and NLP (VADER) sentiment analysis on 100,000+ reviews.
- Deployed on Netlify, enabling real-time access for app developers and analysts to drive data-backed decisions.
- Tech Stack: Python (Pandas, NumPy, Scikit-learn), Plotly, NLTK (VADER), WordCloud, Flask-style scripts, Netlify Deployment.

Sales Performance Dashboard using Power BI Jan, 2025

- Built an interactive Power BI dashboard on 10,000+ sales records, visualizing KPIs such as regional sales, cost analysis, and category performance trends.
- Applied the MECE framework to break down and solve business cases, including profitability improvement, market entry evaluation, and tourism feasibility studies.
- Performed data cleaning, transformation, and analysis using Excel & Power BI to identify consumer behavior patterns and support strategic recommendations.
- Tools & Methods: Power BI, Excel, Power Query, MECE framework.

Customer Personality Segmentation June, 2025

- Designed an ML system to cluster and classify customers based on purchase behavior using K-Means and Logistic Regression with GridSearchCV.
- Built a complete data pipeline covering ingestion, validation, transformation, model training, and performance evaluation.
- Developed and deployed a FastAPI microservice, containerized with Docker, and integrated AWS S3, MongoDB Atlas, and GitHub Actions for scalable CI/CD.
- Tech Stack: Python, FastAPI, Docker, MongoDB, AWS.

WORK EXPERIENCE

Data Science Intern - Cognifyz Technologies (Remote) Dec 2024 – Jan 2025

- Developed a linear regression model to predict restaurant ratings using customer data
- Conducted data cleaning, feature selection, and visualized insights using Seaborn and Matplotlib.
- Technologies: Python, Pandas, Scikit-learn

Data Analyst Intern - NullClass (Remote) Jan 2025 – Feb 2025

- Analyzed Google Play Store app reviews and created an interactive HTML dashboard using Plotly.
- Performed data preprocessing and extracted sentiment trends to guide app improvements.
- Tools: Python, Pandas, Plotly, Jupyter Notebook

ADDITIONAL INFORMATION

Certifications:

- Oracle Data Science Professional Certificate
- IBM GEN AI Using IBM Watsonx certificate

Achievements: Ranked 78th in the Zelestra Hackathon on HackerEarth for building a solar panel efficiency prediction model using XGBoost, achieving 89.88% accuracy.