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 & Data:** Python, C++, SQL, MySQL, Pandas, NumPy
- **Analytics & Visualization:** Power BI, Microsoft Excel, Data Cleaning, Dashboard Design, Reporting & Insights
- **AI & ML:** Machine Learning, Deep Learning (TensorFlow, Keras), NLP, Generative AI (ChatGPT, Claude), Image Processing (OpenCV)
- **Tools & Platforms:** Scikit-learn, Matplotlib, Seaborn, Docker, GitHub Actions, AWS, Azur

UNIVERSITY PROJECTS

Sales Performance Dashboard using Power BI Jan, 2025

- Developed an interactive Power BI dashboard to visualize sales by country, product category, and cost metrics, supporting leadership decision-making.
- Executed data cleaning and transformation (removing blanks, fixing errors, refining columns) to ensure data accuracy and consistency for reporting.
- Derived insights on discount–order quantity relationships to highlight sales patterns and optimize revenue strategies.
- Tech Stack: Power BI, Excel, Power Query, DAX

Customer Personality Segmentation May, 2025

- Built a customer segmentation system using K-Means clustering to group customers based on purchase and demographic data, enabling targeted marketing strategies.
- Implemented classification (Logistic Regression) pipelines with hyperparameter tuning (GridSearchCV) to dynamically predict customer cluster assignments.
- Designed a scalable end-to-end ML pipeline (data ingestion, validation, transformation, clustering, and deployment) with Docker, FastAPI, and MongoDB, deployed on AWS/Azure.
- Tech Stack: Python, Scikit-learn, FastAPI, Docker, MongoDB, AWS, Azure, GitHub Actions

ClusterCart: Multi-Model Customer Segmentation for E-Commerce Analytics June, 2025

- Built an XGBoost regression model to predict solar panel efficiency using real-time sensor and environmental data, enabling proactive maintenance and performance optimization.
- Applied feature engineering (power output, temperature difference, soiling impact, maintenance rate) and GridSearchCV hyperparameter tuning to improve model accuracy and reliability.
- Conducted EDA and correlation analysis to identify key drivers of efficiency (irradiance, power output, soiling), generating insights for cost reduction and sustainable operations.
- Tech Stack: Python, Pandas, NumPy, Scikit-learn, XGBoost, Matplotlib, Seaborn

WORK EXPERIENCE

Business Analyst Intern - Finlatics Business Analyst Experience Program Dec 2024 – Jan 2025

- Applied core Business Analyst methodologies, including the MECE framework, to solve diverse case-based projects.
- Tackled a range of complex business cases, from enhancing profitability for a multinational technology business to evaluating the viability of a proposed tourism project.
- Demonstrated a diligent and data-driven approach to problem-solving, identifying unique insights into business challenges.
- Tech Stack: MS Excel, Power BI, MECE Method

Data Analyst Intern - NullClass 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.
- Consolidated reporting processes, reducing manual data work by ~30%.
- Tech Stack: Python, Pandas, Plotly, Matplotlib, Seaborn, Jupyter Notebook

CERTIFICATIONS

- Finlatics Business Analyst certificate
- Oracle Data Science Professional Certificate