

# Rithanya Sekar

Miami, Florida | +1 (321)429-7770 | [rseka002@fiu.edu](mailto:rseka002@fiu.edu) | [LinkedIn](#) | [Github](#)

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## Summary

Professional with experience building and deploying **machine learning–driven analytics and forecasting solutions**. Strong in **predictive modeling, statistical analysis, and end-to-end ML workflows**, with a proven ability to translate complex data into **measurable business outcomes**. Experienced in designing scalable, cloud-based data science solutions and collaborating with stakeholders to deliver high-impact, data-driven decisions.

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## Education

- Master of Science in Information Systems in Florida International University CGPA- 4.00/4.00  
Major coursework: - **AI & Business Analytics**  
Relevant Coursework: **Data Science, Machine Learning, LLM, Applied statistics**  
Associations: INIT@FIU, AIS
  - Non-degree graduate course in University of Central Florida CGPA- 4.00/4.00
  - B.Arch., Architecture in Anna University CGPA-3.00/4.00
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## Certifications

- Microsoft Azure AI 900 [Certificate](#)
  - Oracle APEX Cloud Developer Professional [Certificate](#)
  - Oracle Cloud Infrastructure 2025 Data Science Professional [Certificate](#)
  - Lean Six Sigma Black Belt Certification – Level III [Certificate](#)
  - Microsoft Business Analyst Professional [Certificate](#)
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## Core Skills & Competencies

**Programming:** Python, R, SQL

**Database:** AWS, Oracle, MySQL, PostgreSQL, Azure

**Tools:** PyTorch, MYSQL Workbench, Jupyter Notebook, Collab, Visual Studio, R Studio, Tableau, Power BI

**Skills:** Data Science, Machine Learning, Data Engineering, Exploratory Data Analysis (EDA), Statistical Analysis, Predictive Analytics, Data Visualization, Communication with Stakeholders, Power Query, Agile Methodologies, Lean Six Sigma, MS Office.

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## Work Experience

**Graduate Assistant – Academic Space Management, Florida International University** *August 2025 – Present*

- Performed exploratory data analysis on space utilization data, identifying patterns and anomalies to improve reporting and forecasting.
- Provided BI systems administration support by managing and updating space utilization data in FAMIS, ensuring data accuracy and consistency across university facilities records.
- Streamlined data entry and validation processes, improving reporting efficiency and minimizing discrepancies in facility records.

**Jungroo Learning, SEO and Business Analyst**

*November 2019 - November 2024*

- Applied statistical methods and Python-based analysis to evaluate A/B testing results, providing actionable recommendations that improved conversion rates and engagement.
- Gathered and analyzed campaign data using SQL and visualization tools (Power BI, Tableau) to support business decisions, ensuring insights were clearly communicated to cross-functional teams and stakeholders.
- Conducted **root cause analysis** on performance bottlenecks and customer engagement issues, identifying underlying factors and recommending corrective actions that improved efficiency and campaign outcomes.

- Designed, developed, and maintained automated dashboards to track campaign ROI and customer engagement, enabling real-time data-driven decision-making.
  - Led process improvement initiatives by introducing automated tracking systems, reducing processing time by 30% and improving operational efficiency.
  - Collaborated with 20+ clients to implement paperless processes and optimize data flow, providing strategic insights that reduced expenditure by 15%.
  - Conducted SEO and performance analysis using advanced data-driven approaches, contributing to a 15% increase in organic traffic.
  - Implemented strategic initiatives aimed at improving safety data collection methods, leading to a 35% improvement in the accuracy of safety reports and significantly reducing compliance-related incidents.
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### Projects

#### **British Airways: Modeling Lounge Eligibility, Heathrow T3 (Forage Simulation, 2025)**

[Link](#)

- Constructed a demand forecast model using Python for exploratory data analysis (EDA) and statistical modeling, generating insights for lounge capacity planning.
- Developed a lounge eligibility lookup table to estimate passenger eligibility by flight categories, ensuring scalability for future flight schedule changes using applied ML model on sample flights.
- Generated insights revealing highest traffic in morning slots 42%, and peak lounge demand for mid-premium tiers on evening long-haul routes.
- Ensured model scalability and adaptability for future flight schedule changes; delivered recommendations useful for lounge capacity planning.

#### **AI-Powered Dynamic Pricing Suggestion Engine**

[Link](#)

*FIU MSIS–AI Capstone | Sponsored by Florida SBDC at FIU*

- Developed and evaluated **machine learning models** for pricing optimization and demand forecasting using historical transaction and operational datasets.
  - Performed **exploratory data analysis (EDA)** and feature engineering to identify demand drivers, seasonality effects, and performance bottlenecks.
  - Designed **end-to-end ML pipelines**, including data preprocessing, model training, inference, and performance monitoring.
  - Applied **statistical analysis and predictive modeling** to generate actionable insights and improve decision-making accuracy.
  - Collaborated with stakeholders to validate model outputs and translate results into deployable, scalable solutions.
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### Leadership Experience

- Experienced in leading agile pods (5–10 members) teams, driving predictable delivery and team health.
- Regularly present at leadership reviews; known for transforming insights into data-backed strategic decisions.
- University Environmental Club, MIDAS, Anna University