

Rithanya Sekar

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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.

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.

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