RITHIKA RAJA SWAMI

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SUMMARY

Aspiring Data Scientist with a solid foundation in data analysis, machine learning, and statistical modeling. Transitioned from an e-commerce analyst role to pursue a passion for data science. Proficient in Python, SQL, and data visualization tools, with a proven ability to derive actionable insights and optimize processes.

EDUCATION

Bachelor of Science in Information Technology   **June 2018 - May 2021**

Shankar Narayan college of Arts, Commerce and Science, University of Mumbai

PROJECTS

Autism Prediction Using Machine Learning

- Developed a model to predict Autism Spectrum Disorder (ASD) by cleaning data, applying Label Encoding, creating new features, and using log normalization. Balanced the imbalanced dataset with Random Over Sampling.
- Built and evaluated classifiers such as Logistic Regression, XGBoost, and SVC, achieving 80% accuracy with Logistic Regression and SVC.

Customer Churn Prediction

- Imported and cleaned customer churn data, classified customers by service, account, and demographic information, and performed EDA.
- Applied Label Encoding for binary categories, One Hot Encoding for others, and scaled features using MinMaxScaler. Conducted correlation analysis of churn with all columns.
- Built and evaluated KNN and Logistic Regression models, achieving 80% accuracy with Logistic Regression and 75% with KNN. Visualized results with a confusion matrix.

Flipkart Sentiment Analysis

- Performed data cleaning, text preprocessing, and feature engineering with TF-IDF vectorization.
- Built a sentiment analysis model using NLP techniques and a Decision Tree Classifier, achieving 85% accuracy in predicting sentiment.
- Visualized key terms in reviews using WordCloud to highlight common themes.

SQL Project - Broad Band Management System

- Designed and implemented a Broadband Management System with four tables: Zone Managers, Engineers, Customer, and OLT.
- Conducted data manipulation and retrieval operations, resulting in a 30% reduction in processing time and a 25% increase in data accuracy.

SKILLS

- **Languages:** Python, SQL
- **Machine Learning:** Linear Regression, Logistic Regression, Decision Trees, K-Means Clustering
- **Statistics:** Descriptive Statistics, Inferential Statistics
- **Libraries**: Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, Plotly, BeautifulSoup
- **Tools:** Jupyter Notebook, MySQL, Google Colab, Power BI, Excel, GitHub

WORK EXPERIENCE

E-Commerce Analyst - LUMINA DATAMATICS   **Nov 2021 - Nov 2023**

PROJECT CLIENT WALMART (1P)

- Conducted detailed analysis to identify and address underperforming products, resulting in a 98% improvement in product performance.
- Produced competitor site reports, enhancing client website content and leading to a 20% improvement in relevance, engagement, and effectiveness.
- Contributed to weekly business reports by analyzing market trends and evaluating top products, facilitating strategic adjustments.
- Utilized analytical skills and industry expertise to drive data-driven decision-making processes, optimizing operational efficiency and driving positive business outcomes.

CERTIFICATION

IBM Data Science Professional Certificate   **Sep 2023 - Jan 2024**

VIRTUAL INTERNSHIPS

British Airways's Data Science   **August 2024**
- Cleaned and normalized the dataset, followed by label encoding and one-hot encoding of categorical features.
- Applied a Random Forest Classifier using the processed data for predictive modeling.
- Achieved an accuracy of 85%, demonstrating strong model performance.

Accenture North America Data Analytics and Visualization   **March 2024**
- Completed a simulation focused on advising a hypothetical social media client.
- Cleaned, modeled, and analyzed 7 datasets to uncover insights into content trends.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

Tata Data Visualization: Empowering Business with Effective Insights   **April 2024**
- Completed a simulation involving creating data visualizations.
- Prepared questions for a meeting with client senior leadership.
- Created visuals for data analysis to help executives with effective decision-making.