

ROHAN

Ghaziabad, Uttar Pradesh

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Education

Indian Institute of Information Technology, Design and Manufacturing, Kurnool

2021 – 2025

B.Tech in Artificial Intelligence & Data Science

Work Experience

Nodal Office, MNNIT Allahabad

Dec 2024 – Mar 2025

Data Analyst Intern

Prayagraj, UP

- Performed Exploratory Data Analysis (EDA) on 100K+ crowd movement records using Python (Pandas, Seaborn) to identify trends, outliers, & anomalies, supporting real-time crowd management & **risk detection**.
- Developed automated ETL pipelines for real-time crowd density monitoring, reducing manual data processing by 30% & improving data flow efficiency.
- Engineered and deployed CNN, CSRNet, and Sparse Convolution models for density estimation, improving prediction accuracy by 28% and enhancing risk assessment by 25%.
- Performed hyperparameter tuning and model optimization, reducing computation time by 20% and enabling high-resolution density map generation for data-driven decisions.

Projects

E-commerce Sales Analytics Dashboard

[Source Code](#)

- Built an automated Power BI dashboard by integrating SQL queries to analyze 10K+ e-commerce transactions across 4 regions & 17 product categories.
- Transformed raw sales data using Power Query; engineered insightful DAX calculations and performance KPIs to monitor YoY growth, monthly revenue trends, & product category breakdowns.
- Applied time series forecasting (15-day projection) & customer segmentation to uncover insights for sales & marketing optimization.
- Enabled data-driven decisions, boosting quarterly revenue by 7% & reducing reporting time by 30%.

Hospital Recovery & Cost Analytics Dashboard

[Source Code](#)

- Designed an interactive Power BI dashboard analyzing 4,000+ patient recovery records, identifying inefficiencies in treatment outcomes & care costs through healthcare analytics.
- Implemented Power Query scripts to automate extraction of patient data, enabling granular trend analysis by demographics, leading to 20% faster identification of at-risk populations.
- Identified 12–15% higher costs for elderly patients and longer recoveries in key diagnostic categories.
- Delivered insights driving 8–12% lower recovery costs & 25% improvement in care planning for hospital stakeholders.

Technical Skills

Programming Languages: Python, SQL, C/C++, JavaScript, HTML/CSS

Tools & Platforms: PowerBI, Tableau, Google Analytics, Salesforce, Jupyter Notebooks, Git/GitHub, VS Code, Linux

Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn

Databases & Cloud Platforms: MySQL, PostgreSQL, MongoDB, Google Cloud, AWS, Azure

Relevant Coursework: Data Analysis & Visualization, Machine Learning, Deep Learning, Data Warehousing & Data Mining, Probability & Statistics, DBMS, DSA, OOPs, OS, Computer Networks

Certifications & Learning

- **Generative AI Virtual Internship**: Applied prompt engineering & generative models to automate data workflows & enhance insight generation across 3+ analytics use cases.
- **Salesforce Trailhead (Mountaineer Rank)**: Earned 70+ badges in CRM analytics, data modeling, reporting & workflow automation. Demonstrated hands-on expertise in business intelligence & AI-driven decision-making within the Salesforce ecosystem.
- **NPTEL Certifications (IIT)**: Completed 3 certifications in Human-Computer Interaction (HCI), E-Business, and Product & Brand Management with Elite + Gold/Silver ranks, emphasizing user-centric analytics, digital KPIs & strategic data-driven decision-making.

Leadership & Achievements

- **Secretary – NSS, IIITDM Kurnool**: Coordinated 7+ community initiatives (health camps, education drives) impacting 1000+ participants. Managed volunteer data, optimized event planning.
- **PR & Finance Head – SOLASTA Fest**: Led 20+ team members & managed an event with 500+ participants. Oversaw budgeting, financial tracking, & vendor negotiations. Increased participation by 30%.
- **Mr. Sophomore**: Recognized for leadership and contributions to increasing participation & community involvement among 600+ peers.