

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.

Awards & Leadership

- Served as **PR Head** for SOLASTA, the annual techno-cultural fest of IIITDM Kurnool & as **Finance & Event Management Head** for the annual celebration, leading outreach and operations for **900+** participants.
- Awarded “**Mr. Sophomore**” at IIITDM Kurnool for outstanding **leadership** & contributions to **student engagement** & campus involvement among **600+** peers.