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 large-scale crowd datasets to uncover trends & anomalies, leveraging Python libraries for data manipulation & visualization.
- **Developed automated data pipelines**, streamlining real-time crowd density monitoring, reducing manual processing efforts by 30% & optimizing computational efficiency.
- **Built CNN, CSRNet, & Sparse Convolution models** for crowd density estimation, improving prediction accuracy by **28%** & enhancing risk assessment by **25%**.
- **Optimized model performance through hyperparameter tuning**, reducing computational time by 20% while designing high-precision density maps for real-time decision-making.

Projects

E-commerce Sales Analytics Dashboard   Source Code

- Developed an automated **Power BI** dashboard using **SQL** to analyze **10K+** e-commerce transactions across **4 regions** & **17 product categories**.
- Cleaned and transformed data using **Power Query**; built **KPIs** to monitor **YoY growth**, **monthly revenue trends**, & **regional sales performance**.
- Applied **time series forecasting** (15-day projection) & **customer segmentation** to uncover actionable insights.
- Enabled **data-driven decisions**, potentially improving **quarterly revenue by 7%** & reducing **reporting turnaround time by 30%**.

Hospital Recovery & Cost Analytics Dashboard   Source Code

- Developed a dynamic **Power BI** dashboard to analyze **4,000+ hospital recovery records**, addressing inefficiencies in patient care costs & treatment outcomes.
- Used **Power Query** & created custom **DAX measures** to track **average cost per disease**, **recovery duration**, & **patient age group trends**.
- Uncovered insights showing **12–15% higher costs** for elderly patients & longer stays in certain diagnostic categories.
- Enabled hospital stakeholders to take data-driven actions, potentially reducing recovery costs by **8–12%** & improving care planning accuracy by **25%**.

Technical Skills

Programming Languages: C/C++, Python, SQL, JavaScript, HTML/CSS
Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn
Tools & Platforms: PowerBI, Tableau, Salesforce, Google Analytics, Jupyter Notebooks, VS Code, Git/GitHub, Linux
Databases & Cloud Platforms: MySQL, PostgreSQL, MongoDB, Google Cloud, AWS, Azure
Relevant Coursework: Data Analysis & Visualization, Probability & Statistics, Machine Learning, Data Warehousing & Data Mining, Deep Learning, DBMS, DSA, OOPs, OS, Computer Networks

Certifications & Learning

- **Generative AI Virtual Internship**: Applied **prompt engineering** & **generative models** to automate data workflows and improve insight generation in **3+** analytics use cases.

- **Salesforce Trailhead**: Achieved **Mountaineer Rank** with **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 and strategic decision making.

Awards & Leadership

- Served as **PR Head** for SOLASTA & as **Finance & Event Management Head** for the annual cultural fest at IIITDM Kurnool, leading cross-functional coordination & outreach for **800+** participants.

- Recognized as Mr. Sophomore at IIITDM Kurnool for leadership & contribution to student engagement among **500+** peers.