ROHAN

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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 **900+** participants. Oversaw **budgeting**, **financial tracking**, & **vendor negotiations**. Increased participation by **30%**.
- **Mr. Sophomore**: Recognized among **600 +** peers for **leadership**, **collaboration** & **community engagement**.