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

Minor in Entrepreneurship (2022 – 2024)

Work Experience

Where U Elevate Pvt. Ltd.   **Oct 2025 – Nov 2025**

Data Science & Python Instructor   *Ghaziabad, UP*

- **Facilitated** Python, SQL/DBMS & Data Science lectures to **100+ BCA/MCA/B.Tech students**.
- **Designed** curriculum & hands-on sessions using **NumPy, Pandas, Matplotlib, Power BI** with real-world datasets.
- **Mentored** students on **industry-level projects**, **Kaggle/GitHub workflows**, & **ML/DL applications**, achieving **90% project completion rate**.
- **Provided** career support including **resume building** & **project evaluation**, boosting student employability.

Divine Hindu Lifestyle Pvt. Ltd.   **May 2025 – Jul 2025**

Data Analyst   *Gurugram, Haryana*

- **Developed automated Tableau dashboards** powered by real-time data sources & custom LOD expressions to monitor **sessions, users, orders, AOV, conversion rate, bounce rate** for **100K+ daily users**, accelerating **decision-making** by **20%**.
- **Integrated** & **maintained real-time data pipelines** from **Shopify** & **Unicommerce**, reducing **manual reporting time** by **50%** & enabling **SKU-level analysis** of **revenue, sales volume, ROAS, & campaign performance**.
- **Delivered** deep dive insights on **customer segmentation, CAC, CLTV & retention** across new vs. repeat cohorts, increasing **targeted campaign efficiency** by **15%**.
- **Built logistics funnel dashboards** to track **35K+ monthly orders**, analyzing **RTO, delivery stages & TAT** improving **exception handling speed by 30% & delivery success by 12%**..

Nodal Office, MNNIT Allahabad   **Dec 2024 – Mar 2025**

Data Analyst/AI & ML 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.**
- **Engineered** & **deployed CNN, CSRNet** & **Sparse Convolution models** for density estimation, improving **prediction accuracy** by **28%** & enhancing **risk assessment** by **25%**.
- **Performed hyperparameter tuning & model optimization**, reducing computation time by **20%** & enabling high-resolution density map generation for **data-driven decisions**.

Technical Skills

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

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 **80+ badges** in **CRM analytics**, **business analytics**, **data modeling**, **reporting** & **workflow automation**.
- **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

- **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 & organized an event with **900+** participants. Oversaw **budgeting**, **financial tracking**, & **vendor negotiations**. Increased participation by **30%**.