Santhosh Surendranath (832) 705-6075 ssuren11@asu.edu

Tempe, AZ 85281 Work Portfolio GitHub LinkedIn

EDUCATION

W. P. Carey School of Business, Arizona State University (ASU)

Master of Science, Business Analytics **(Specialization in Big Data & Cloud and Tech Consulting)** Tempe, AZ

Relevant Coursework: Enterprise Data Analytics, Analytics of Unstructured Data, Cloud Strategy and Architecture, Advanced Marketing Analytics, AI and Data Analytics strategy, Cloud Deployment and Management

Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology

Bachelor of Science, Mechanical Engineering Chennai, India

TECHNICAL SKILLS & PROFESSIONAL TOOLS

- **Programming & Big Data Technologies:** Python, MySQL, Tableau, Power BI, Looker, AWS Redshift, Google Big Query
- **Machine Learning, AI & NLP Frameworks:** TensorFlow, Sci-Kit Learn, PyTorch, Random Forests, SVM, K-Means, Gradient Boosting, Neural Networks, Deep Learning, Transfer Learning, spaCy, LDA, BERT, Sentence Transformers, NLTK
- **Project Management & Collaboration:** JIRA, ERPNext, Figma, Google Colab
- **Tools & Platforms:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Analytics, SPSS, AWS, Jupyter Notebook

PROFESSIONAL EXPERIENCE

Summer Research Volunteer | Data Extraction, Data Preparation, Research| April 2024 – September 2024

Arizona State University Tempe, USA

- Engineered data extraction and transformation, converting raw data into valuable insights to optimize object detection.
- Utilized KITTI Adapter to prepare and optimize datasets, reducing resource usage and improving efficiency.
- Streamlined object detection by curating and organizing JPG images, advancing research and enabling precise analysis.

Senior Business Analyst |Stakeholder Management, Business Intelligence| August 2021 – June 2023

CapMinds Technologies Chennai, India

- Catalyzed a 28% revenue increase by leading CEO-level reporting and by developing a Unique Value Proposition for a new health tech B2B SaaS product.
- Boosted productivity by 42% through customizing an ERP system with Python and implementing KPI dashboards for Marketing, Sales, and HR.
- Managed 12 clients concurrently using Agile methodologies (Scrum and Kanban), ensuring smooth progress through effective coordination with developers and stakeholders.
- Reduced project completion time by 35% and cut error rates by 50% through effective multitasking, strategic stakeholder management, and enhanced communication.
- Tripled the web traffic to 8,000+ daily visitors by leading a cross-functional team and executing a successful SEO strategy, demonstrating expertise in market research and analytics.

PROJECT EXPERIENCE

Campus Crave – Queue Insights |TensorFlow, API, Neural Networks, Deep Learning, Data Quality| March 2024 – May 2024

- Developed a real-time queue monitoring system using an Open-source dataset and computer vision algorithms.
- Deployed VGG16, ResNet50, and YOLOv5 for precise headcounts and queue estimation, improving accuracy by 15%.
- Utilized advanced data preprocessing techniques, resulting in a 25% improvement in F1 score.
- Employed TensorFlow Object Detection API, reducing model training time by 10% for faster system deployment.

AZ Nightscape Recommender |NLP, SpaCy, LDA, BERT, Sentence Transformers| January 2024 – February 2024

- Orchestrated the creation of a Recommender system using advanced NLP tools like spaCy and LDA on Yelp's dataset.
- Analyzed 1,880 restaurant reviews using topic modeling, enhancing recommendation accuracy by over 25%
- Implemented Sentence Transformers for sentence embeddings and cosine similarity, enhancing the accuracy of text-based recommendation systems.

Analytics for Hepatitis Detection |Sci-Kit Learn, Random Forests, Ensemble Learning| November 2023 – December 2023

- Optimized machine learning models to enhance predictive accuracy, meeting standards for precision and recall while minimizing Type I and II errors.
- Showcased proficiency in algorithms such as Random Forests and SVM, and my skills in model optimization techniques.
- Engineered an ensemble model with 90.91% accuracy, demonstrating robust solution crafting.

Customer Satisfaction Prediction |Decision Trees, Data Cleaning, Feature Engineering| October 2023 – November 2023

- Developed predictive models using statistical techniques, increasing accuracy by 15% and outpacing competitors.
- Performed EDA (Exploratory Data Analysis) and data cleansing on complex datasets, improving accuracy by 60% and reducing training time by 35%.