Shreya Raj Gupta

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EDUCATION

VIT Bhopal University, Bhopal   2022 – 2026
B.Tech - Computer Science engineering with specialisation in health informatics   Bhopal , MP

EXPERIENCE

Eko Hands   Jan. 2025 – Present
E-commerce (@startup)   Remote
- Designed an intuitive UI/UX in Figma, ensuring a seamless and user-friendly experience.
- Conducted Website Traffic Analysis to understand user behavior, optimize navigation, and improve engagement.
- Analyzed traffic sources, conversion rates, and user journey to enhance website performance.

PROJECTS

Modeling Car Insurance Claim Outcomes
- Developed a data analytics model to predict car insurance claim outcomes, optimizing risk assessment and fraud detection.
- Utilized data preprocessing techniques to clean and transform raw insurance data for accurate analysis.
- Applied exploratory data analysis (EDA) to uncover key insights, trends, and correlations in claim patterns.

Website Traffic Analysis
- Analyze website traffic data to understand user behavior, identify high-performing pages, and suggest optimizations.
- Built with **Python (Pandas, Matplotlib, Seaborn), Google Analytics, SQL, Tableau/Power BI..**

GeneCare
- Developed a health informatics app powered by Machine Learning for genetic risk prediction.
- Enables users to input health data and receive personalized insights based on genetic analysis.
- Enhances early detection and prevention of genetic disorders through predictive modeling.

RESEARCH PROJECTS

1. **Analyzed breast cancer risk in night-shift flight attendants using ML and statistical modeling.**
2. **Developed a CNN model for Alzheimer's detection from brain MRI scans.**
3. **Researched IBD classification, finding Logistic Regression outperformed SVM and Random Forest.**
4. **Early Detection of Neurodegenerative Diseases Using Wearable Technology**

TECHNICAL SKILLS

Development : Python,Java,MySQL,C/C++ (Arduino)
UI : Figma
Microsoft : Excel , Power BI , Microsoft Access , Microsoft Fabric .

LEADERSHIP / EXTRACURRICULAR

Mozilla Firefox Club   Feb 2024 – Present
Vice-President   VIT Bhopal , MP
As a coordinator, I have conducted multiple large-events with participation of **over 1,000 students from VIT**.