# GADAEPALLI ARUN

+91 7330772780 arungadepalli9@gmail.com LinkedIn GitHub

## OBJECTIVE

Highly motivated 2024 Computer Science graduate with hands-on experience in developing full-stack applications and certified in Machine Learning, Data Science, and Data Analysis by IBM. Skilled in Python, SQL, and data visualization tools with a proven ability to extract insights from complex datasets. Seeking an entry-level Data Analyst position to apply my technical expertise and analytical skills to drive data-driven decision-making and business success.

## EDUCATION

**SRI CHAITANYA INSTITUTE OF TECHNOLOGY AND RESEARCH** **KHAMMAM**

Bachelor of Technology (BTech) in Computer Science [July/2021] – [August/2024]
**CGPA :** 7.14

**VIJAYA ENGINEERING COLLEGE** **AMMAPALEM/KHAMMAM**

Diploma in MECHANICAL [June/2018] – [April/2021]
**CGPA** : 7.0

## SKILLS

**Technical Skills :**

- **Programming Languages**: C,Java, C++, Python (Pandas, NumPy, Matplotlib, Seaborn), JavaScript
- **Web Development**: HTML, CSS, Node.js, Django
- **Databases**: MySQL
- **Data Analysis & Visualization**: Excel (Advanced, VBA, Pivot Tables), Power BI, Data Cleaning, Data Visualization
- **Statistical Analysis**: Descriptive & Inferential Statistics, Regression Analysis, Hypothesis Testing
- **Soft Skills** : Analytical Thinking | Problem-Solving | Communication | Attention to Detail | Team Collaboration. Time Management | Adaptability | Presentation Skills.

## PROJECTS

**ONLINE PAYMENTS FRAUD DETECTION** **Project Duration:** [September/2024] – [October/2024]

- **Engineered and deployed** a robust machine learning model to identify fraudulent transactions from a financial dataset containing over 500,000 records.
- **Optimized data pipelines** by handling missing values and performing advanced feature engineering, achieving 95% data cleanliness.
- **Implemented state-of-the-art algorithms** such as Random Forest and XG Boost, achieving an exceptional model accuracy of 98% and precision/recall scores of 0.94/0.91.
- **Leveraged SMOTE** (Synthetic Minority Oversampling Technique) to address class imbalance, enhancing fraud detection rates by 20%.

---- **Project link** ONLINE PAYMENTS FRAUD DETECTION

**HEALTHCARE PREDICTIVE ANALYTICS MODEL** **Project Duration:** [October/2024] – [November /2024]

- **Objective:** Developed a predictive model to forecast patient readmission rates using a dataset of over 1 lakh records.
- **Modeling:** Employed Logistic Regression and Gradient Boosting, achieving 92% accuracy and an F1-score of 0.89.
- **Class Imbalance:** Addressed imbalance using SMOTE, enhancing minority case prediction accuracy by 18%.
- **Visualization:** Designed Power BI dashboards to display patient demographics, trends, and risk factors, improving healthcare provider insights by 25%.
- **Optimization:** Used Randomized Search CV and cross-validation, boosting precision and recall by 12%.

---- **Project link** Healthcare Data Analytics

**E-COMMERCE CUSTOMER DATA FOR BEHAVIOUR ANALAYSIS** : [November/2024] – [December/2024]

- **Analyzed** a dataset of 500,000+ customer records to identify purchasing patterns and predict future buying trends, improving marketing targeting by 30%..
- **Cleaned and pre-processed** data, achieving 95% data quality, and applied machine learning models such as K-Means clustering and Decision Trees to segment 10,000+ customers and predict churn with 85% accuracy**.**
- **Developed** interactive Tableau dashboards to visualize customer segments, purchase history, and behaviour trends, enhancing business decision-making.
- **Implemented** advanced feature engineering and model optimization, boosting predictive accuracy by 15% and providing actionable insights for business growth.

---- **Project link** E-COMMERCE CUSTOMER DATA FOR BEHAVIOUR ANALYS

**SWIGGY ANALAYSIS** **Project Duration:** [November /2024] – [December/2024]

- **Conducted in-depth analysis** on a dataset of 500,000+ SWIGGY customer records to uncover ordering patterns and forecast future trends, boosting marketing ROI by 30%.
- **Engineered and optimized data pipelines**, achieving 95% data quality, and deployed machine learning models (K-Means Clustering, Decision Trees) to segment 10,000+ customers, predicting churn with 85% accuracy.
- **Designed and deployed** dynamic Tableau dashboards to visualize customer segments, order behavior, and purchasing trends, driving data-driven business strategies.
- **Applied advanced features** engineering techniques and hyperparameter tuning, improving model precision by 15% and delivering actionable insights for targeted business growth..

---- **Project link** SWIGGY ANALAYSIS

## CERTIFICATIONS

- Certificate of completion for a workshop focused on data science and machine learning Using Python. organized by "IBM".

--- Certification Link - **Machine Learning, Data Science & Data Analysis**

- Completion of a workshop on cloud computing offered by Amazon, as evidenced by a certificate.

--- Certification Link - **Cloud Computing and Implementation Process**

- Completion of AWS Educate Getting Started with Compute

--- Certification Link **AWS Educate Getting Started with Compute**

- Certification of Oracle Cloud Infrastructure 2024 Foundations Associate (1Z0-1085-24)

--- Certification Link **Oracle Cloud Infrastructure**