

# MANISH KUMAR

## PERSONAL INFORMATION

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## SKILLS & ABILITIES

- Data analysis
- Data cleaning
- Data visualization
- Data-driven decision making
- Calculation and analysis in SQL and spreadsheets
- Effective presentations
- Cloud project deployment

## TOOLS & LANGUAGES

- Python
- MS-Excel
- SQL
- Github
- R Studio
- VS code
- Streamlit, Heroku
- Jupyter, Google colab

## EDUCATIONAL HISTORY

**Bhagwan Parshuram Institute of Technology, GGSIPU**  
MBA(Marketing)  
Nov 2020 - Aug 2022  
Performance-78%

**Deshbandhu College, Delhi University**  
B. SC.INDUSTRIAL CHEMISTRY  
August 2016 - March 2019  
Performance-53%

### School Education

CLASS XII - CBSE | Kendriya Vidyalaya, Gole Market

APRIL 2014 - MARCH 2015  
Performance-75%

CLASS X - CBSE | Kendriya Vidyalaya, Gole Market

APRIL 2012 - MARCH 2013  
Performance - 6.8 CGPA

## INTERNSHIP

### DATA SCIENCE Intern at Doubt buddy (Oct | 2021-present):

- Worked on preprocessing of unstructured chat data
- Analyzed textual data and performed Tf-Idf to input into the model
- Built a profanity filter for chat using logistic regression algorithm
- Performed Latex conversion of pdf into CSV and other formats
- Optimized OCR model for question recommendations
- Deployed the built model on cloud platforms such as streamlit and Heroku
- Developed custom object detection model using YOLO V5 to identify question/answer/diagram in a pdf
- Built a Tkinter program to extract textual data from pdfs using tesseract ocr
- Performed Sentiment Analysis of reviews given by students on the web
- Analyzed voice data captured between tutor and students

### DATA SCIENCE internship at Technocolabs (Aug | 2021-Sep | 2021):

- Worked on preprocessing of structured and unstructured data
- Performed Sentiment Analysis using NLP on WallStreetBets Reddit dataset
- Performed EDA on Reddit stock markets data to ascertain trends and patterns
- Constructed predictive models using a machine-learning algorithm
- Used hyperparameter tuning in models to improve accuracy scores
- Deployed machine learning model on cloud platforms such as Streamlit and Heroku

### MARKET RESEARCH internship at 6Wresearch (Feb | 2021-May | 2021):

- Understood concepts and methods of market research
- Analyzed the Indian Smart TV market
- Segmented the Smart TV market
- Analyzed the market potential of various segments
- Identified key companies in the Indian region.
- Estimated market growth according to customer demands

## CERTIFICATIONS

- Google Data Analytics Professional Certificate
- IBM Python for Data Science, AI & Development
- University of Michigan Python Basics
- IBM Databases and SQL for Data Science with Python
- Google Fundamentals of Digital Marketing
- HubSpot Content Marketing Certification

## INTERESTS AND HOBBIES

I am interested in studying different languages. Currently, I am teaching myself how to speak conversational Spanish. I also enjoy reading, drawing and playing football.

## PROJECTS

### Transfer Learning for NLP with TensorFlow Hub

- Used pre-trained NLP text embedding models from TensorFlow Hub
- Performed transfer learning to fine-tune models on real-world text data
- Visualized model performance metrics with TensorBoard

### Case study on Cyclistic (a bike-sharing company) using R programming

- Worked on bikers data to identify key differences between casual and annual members
- Processed, analyzed riders' data, and created visuals to identify patterns and trends using excel and R
- Suggested the executive team key insights to knit a market campaign to transition the casual riders into members

## ACADEMIC AND EXTRA-CURRICULAR ACHIEVEMENTS

### National Case Analysis And Presentation Competition 2021-Hosted by Citarattan International Business School

- Analyzed the case study of the price for the Covid-19 vaccine
- Suggested policies for the launching of the Covid-19 vaccine in India
- Discussed and presented the case study to a panel of three judges
- The second position in the competition of 40 teams

## POSITIONS OF RESPONSIBILITY

### ORGANIZING COMMITTEE MEMBER SABRANG, ANNUAL FEST(Deshbandhu College):

- Helped in organizing the working of the college department to conduct the fest
- Brought sponsors to the fest and helped in commercializing the fest
- Organized various workshops on chemistry in college
- Brought a volunteer count of more than 30 for the workshop

### ORGANIZING COMMITTEE MEMBER NSS(Deshbandhu College):

- Under Indian government-sponsored public service program NSS,(National Service Scheme):-
- Taught basic education to the underprivileged, promising kids of the Moti Nagar and Rajouri Garden
- Organized a fest of students which included various learning and fun activities

### Vice-Captain of football team

- Played for the school football team for 5 consecutive years
- Represented the college football team at the regional level