# Vikash M

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## SUMMARY

Computer Technology graduate with hands on experience in machine learning and data analysis, focused on building end to end ML solutions using real world data. Completed an AI/ML internship and built multiple ML projects, including customer segmentation using unsupervised learning and customer churn prediction using supervised learning techniques. Strong foundation in Python, data preprocessing, exploratory data analysis, feature engineering, and model evaluation.

## SKILLS

Programming: Python
Machine Learning: Unsupervised Learning, Supervised Learning, Customer Segmentation, Customer Churn Prediction, Clustering (K-Means, Hierarchical Clustering, GMM), Classification (Logistic Regression, Random Forest), Feature Scaling, Model Evaluation(Silhouette Score, Accuracy, Precision, Recall)
Data Analysis: Exploratory Data Analysis (EDA), Data Cleaning, Data Preprocessing, Feature Engineering, Handling Missing Values, Encoding Categorical Variables
Libraries & Tools: Pandas, Numpy, Scikit-learn, Matplotlib, Seaborn, Google Colab, Git, GitHub
Databases: SQL (MySQL, SQLite)

## EXPERIENCE

AI/ML & Privacy Engineering Intern - PrivacyWeave Dec 2025 – Jan 2026
- Built an end to end customer segmentation system using unsupervised learning on real world customer data.
- Implemented and compared K-Means, Hierarchical Clustering, and Gaussian Mixture Models (GMM).
- Performed data cleaning, encoding, feature scaling, and preprocessing using Python.
- Evaluated clustering performance using Silhouette Score and Elbow Method to identify optimal models.
- Interpreted clustering results to understand customer behaviour patterns and generate meaningful insights.

## PROJECTS

Customer Segmentation Using Unsupervised Learning
- Cleaned and preprocessed customer data using Pandas and NumPy.
- Conducted exploratory data analysis to analyze income and spending behaviour patterns.
- Built multiple clustering models including K-Means, Hierarchical Clustering, and GMM.
- Evaluated and compared models using Silhouette Score and Elbow Method to select the model.
- Tested the final model with new customer inputs to verify stable cluster assignments.
- Used the final clustering output to derive actionable insights for customer grouping and analysis.

Customer Churn Prediction Using Supervised Machine Learning
- Built a supervised ML model to predict customer churn using real world customer data.
- Performed data cleaning, encoding, and feature scaling.
- Trained classification models and evaluated performance using accuracy and recall metrics.
- Analyzed model results to identify key factors contributing to customer churn.

## EDUCATION

Bachelor of Science in Computer Technology
KG College of Arts and Science | 2022 – 2025

## CERTIFICATIONS

Deloitte Australia Cyber Job Simulation – Forage