VIKRANT SINGH GULERIA

DATA SCIENTIST

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EDUCATION

S.A.I.T. VTU
BTECH
July 2021 | India

SKILLS

- **PROGRAMMING**
  - Python
  - SQL
- **PYTHON FOR DATA SCIENCE**
  - NUMPY
  - PANDAS
  - SEABORN
- **DATA VISUALISATION**
  - PowerBi
  - Tableau
  - Advance Excel
- **Machine Learning**
  - Supervised
  - Unsupervised
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EXPERIENCE

Total Experience – 1 Year

ALORICA PVT LTD | Tech Support

August 2023 – Present | Banglore, India

AI VARIANT | Data Science Intern

February 2022 – June 2022 | Banglore,India
(Internship)

1. **Telecommunication-Churn**
   - Utilized Python and scikit-learn to create predictive models for customer churn, leading to a 15% decrease in churn rate and a 10% boost in retention.
   - Analysed large and imbalanced datasets to extract strategic insights, refining machine learning methods for improved results.
   - Developed classification models using Random Forest and Gradient Boosting, elevating overall accuracy by 8% via hyperparameter adjustments.
   - Employed machine learning techniques to tackle diverse business challenges, guiding strategic decisions and streamlining operations.
2. **Credit Card-Churn**
   - Developed a Python notebook for credit card churn analysis, leveraging pandas for data preprocessing and cleaning.
   - Utilized EDA techniques to uncover patterns in customer behaviour and demographics.
   - Performed feature selection to streamline model complexity, retaining 13 key features out of 18 for enhanced predictive accuracy.
3. **Dropout and Success: Student Data Analysis**
   - Contributed to a project analyzing student data to understand dropout patterns.
   - Utilized Python techniques to extract insights from a large dataset.
   - Preprocessed data and analyzed Data,
   - Conducted feature selection to refine model efficiency, opting for a concise set of 27 pertinent features from an initial pool of 35.

INNODATICS | Data Science Intern

June 2022 – September 2022 | Banglore,India
(Internship)

4. **Obesity Data Analysis**
   - Created a Python notebook for credit card churn analysis, leveraging pandas for data preprocessing and cleaning.
   - Using EDA techniques dataset encompasses multiple features offering insights into individuals' lifestyles and physical well-being.
   - Performed feature selection to streamline model complexity, retaining 14 key features out of 20 for enhanced predictive accuracy.
5. **Football Match Analysis**
   - Created a Python notebook for Football match analysis, leveraging pandas for data preprocessing and cleaning.
   - Using EDA techniques dataset encompasses multiple features offering insights into individuals' lifestyles and physical well-being.

PROJECTS

1. **DIWALI SALES DATA ANALYSIS** | PYTHON:

- Engaged in a project to analyze Diwali sales data for a retail company to optimize marketing
- Utilized exploratory data analysis (EDA) techniques to uncover trends and patterns in sales data during the Diwali period.
- Cleaned and visualized sales data, identified peak sales periods, analyzed customer purchasing behavior
- Discovered the top 10 product categories driving Diwali sales, facilitating targeted marketing efforts. Additionally, identified the top 10 states with the highest sales volumes, enabling strategic resource allocation and localized promotional campaigns.

CERTIFICATIONS

- MICROSOFT TECHNICAL ASSOCIATE
- EXCELR DATA SCIENTIST
- ACRONTON TECHNOLOGIES FULL STACK CEVELOPMENT