VIKYATH SHETTY

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EDUCATION

- **Sir M. Visvesvaraya Institute of Technology** 2019-2023
  BE in Computer Science and Engineering
  CGPA - 8.14

EXPERIENCE

Junior Data Science Engineer | Technomers FEB 2024 - MAR 2025

- Developed and implemented machine learning algorithms such as Logistic Regression, Decision Tree, Random Forest, SVM, KNN, K-Means, and Hierarchical Clustering to analyze diverse datasets.
- Optimized feature engineering processes, reducing processing time by 30% and enhancing classification performance by 20%.
- Deployed supervised and unsupervised learning models using Python frameworks, ensuring efficient model performance and scalability.
- Applied diverse machine learning algorithms and advanced data visualization techniques for employee attrition analysis, ensuring 95% data accuracy through thorough data preprocessing and cleaning, and identifying key factors contributing to turnover.
- Analyzed employee attrition trends, uncovering underlying causes of turnover and developing strategies to reduce it. Additionally, projected a 25% sales improvement over the next three years, providing actionable insights to enhance workforce retention and drive business growth.
- Designed a recommendation system using NLP techniques to suggest similar products based on user requirements, improving personalization and increasing user engagement by 25%, while implementing real-time tracking for product deliveries and optimizing recommendations from the nearest store during delivery, increasing sales from nearby stores by 20%

Data Analytics| IPG Mediabrands MAR 2025 - Present

- Developed and maintained a Power BI dashboard to monitor and analyze media campaign performance across 12+ countries, enabling real-time tracking of planned vs. actual budgets. This led to a 20% improvement in resource allocation efficiency and early identification of underperforming campaigns.
- Analyzed country-specific campaign performance metrics, identifying high-performing regions to scale strategies and detecting underperforming markets, which resulted in a 15% reduction in wasted ad spend.
- Worked on time series forecasting models to determine the optimal timing for campaign launches, contributing to a 10–12% increase in campaign ROI by aligning releases with peak audience engagement.
- Built and deployed machine learning models to match ads with the right audience groups, improving targeting accuracy by 18% and enhancing overall campaign effectiveness.
- Automated manual reporting and data-preprocessing tasks using Python and SQL, reducing reporting time by 40% and allowing teams to focus more on strategy and insights.

PROJECTS

Movie Recommendation System AUG 2024 – SEP 2024

- Built an unsupervised movie recommendation system using Natural Language Processing (NLP) techniques, including Bag of Words and cosine similarity, to analyze 5,000+ movie descriptions, achieving a 30% reduction in search time for accurate recommendations.
- Deployed the application using Flask, creating a user-friendly web interface that allows users to input a movie name and receive five similar movie suggestions.

Banking Domain FEB 2024 – MAR 2024

- Developed a project to detect fraudulent transactions and clean ATM transaction data by integrating masked data from multiple Excel files, creating a robust dataset with ~200,000 rows and 31 columns to enhance data integrity and diversity.
- Implemented Logistic Regression, Decision Tree, Random Forest, SVM, Bernoulli Naïve Bayes, and Voting Classifier to evaluate performance, achieving 98% accuracy.

HR_attiration-Data-Analysis

- Conducted comprehensive analysis of HR datasets to identify key factors influencing employee satisfaction and turnover, enabling the development of targeted retention strategies and proactive interventions.

- Developed and implemented predictive models to assess employee attrition risk and created an interactive Power BI dashboard to visualize key HR metrics, enabling stakeholders to monitor trends and make data-driven decisions that contributed to improved employee retention rates.

SKILLS

- Programming Languages - Python, SQL
- Data Science - Statistical Analysis, Machine Learning,Deep Learning
- Databases - SQL Server, MongoDB
- Data Analysis - Power BI, Excel
- Operating Systems - Windows, Linux/Unix
- Tools - PyCharm, Jupyter Notebook, Git, GitHub

CERTIFICATIONS

- AI For Everyone - Coursera
- Data Science and AI Certificate - IBM
- Python , Statistics and Machine Learning – Learnbay