Akriti Ahuja

akahuja@ucsd.edu | (858) 366-2421| linkedin.com/in/akritiahuja

EDUCATION

University of California San Diego **Jul 2021-Dec 2022**
Master of Science in Business Analytics **GPA:3.8/4**
Coursework: Business Analytics in Marketing, Operations and Finance, Data Driven Communication, Recommender Systems and Web Mining, Hypothesis Testing, Supply Chain Analytics, Fraud Analytics, Customer Analytics, SQL, Big Data, Pricing Analytics, Statistics and Probability. Data Visualization & Computation.

Narsee Monjee Institute of Management Studies (NMIMS), India **Jul 2016-Dec 2020**
Bachelor of Technology, Information Technology **GPA:3.4/4**
Coursework: Data Structures and Algorithms, Data Warehousing and Mining, Advanced Database Management, Management of Information Systems, Base SAS, SAS Visual Analytics, Python, Java, Cloud Computing (Dell EMC), Object Oriented Analysis and Design, Software Project Management (Agile and Scrum), Information Security, Business Visualization, Machine Learning.

PUBLICATION

"Sentiment Analysis on User-generated Video, Audio and Text", 2021 International Conference on Computing, Communication, and Intelligent Systems (ICCCIS), 02/2021**.**
(Python, Machine Learning, Natural Language Processing, Audio, Text and Image Analysis, Sentiment Analysis)
• Video, Image, Audio and Text analysis of any video and classification into six emotions.
• Conversion of video into image frames and did image mapping, Audio analysis by using pyaudio to analyse modulation and pitch, text analysis of support vector machine using NTKL library stop words via pipelining. Multiple Linear Regression to get the final sentiment of the video

CERTIFICATIONS

Base SAS 9.4 Specialist, **Google Analytics Individual Qualification**, Machine Learning A-Z in Python and R (Udemy), Python and R (Datacamp), SQL (Datacamp),

SKILLS

Programming Languages: Java, Python, R, Base SAS, SQL, HTML, PHP, MATLAB
Database Systems & Softwares : Oracle, PostgreSQL, MongoDB, MySQL, SAS Visual Analytics, Power Bi, Tableau, MS-Office, Azure, WEKA
Machine Learning: Scikit-learn, Pandas, NumPy, OpenCV, TensorFlow, PyTorch, Scipy
Business: Predictive Analysis, Decision Tree Analysis, Conditional Probabilities, Supply Chain Sourcing, Customer lifetime value, Financial Analysis
Languages: English(Advanced), Hindi(Advanced), Spanish (Beginner)

WORK EXPERIENCE

Cloudstrats, Intern- Analyst and AI **Jan 2021- Jun 2021**
(Power Bi, Azure ML, Tableau, DAX Commands, Excel, Python Machine Learning Algorithms)

- Designed machine learning algorithm to predict votes for Elections Commission of India for general assembly elections held in 2021. The accuracy of the model was 65% to actual results.
- Collaborated on network analytics and minimized distance and transport facilities by 10% for Delhi Transport Cooperation.
- Solved oxygen shortage problem by 30% during covid by analyzing the past data and predicting the required amount for different hospitals.
- Specified and designed dashboards for Bharat Heavy Electricals Limited to predict electricity usage over varied demographics. The predictions were in comparison with pre-covid and during covid times to help understand the utilization of power which saved 10% electricity.
- Modified dashboards and got KPIs for Indian Council of Agricultural Research on farmers and their welfare schemes.

Widhya, **Data Analyst Intern** **Oct 2020-Nov 2020**
(Python, Classification, Clustering, Regression, SQLite)

- Deployed a decision tree and query analysis on the given dataset to predict match winner, number of wickets, batsman performance and other such criteria for every match of Indian Premier League (IPL) which help test accuracy of different algorithms.

The Sparks Foundation, Data Analyst Intern **Jul 2020-Aug 2020**
(Python, Power Bi, DAX, Excel)

- Employed predictive analysis using machine learning algorithms such as Linear Regression, K-Means and Decision Tree Classification.
- Developed a Power Bi Dashboard for exploratory data analysis and descriptive analysis to derive the causes for loss and insinuate an investment plan.

Reliance Nippon Life Insurance, Technical Intern **May 2018-Jun 2018**
(Java, Dom Parser, XML, SQL)
Project: Webservice development for Integration with Industry level database

- Learnt Dom Parser from scratch to develop an XML to Excel converter using Java and JSP.
- Compiled SQL queries on industry level database to formulate end reports required by the clients.

Innovation and Entrepreneurship Cell, NMIMS **Jul 2019-May 2020**
Vice President-(Leadership, Communication, Logistics)
Lead a team of 135 people in organising Inceptio, an innovation and entrepreneurship career fair with case study competitions and workshops such as Digital Marketing, Business Plan Writing and Think Tank.

PROJECTS

YouTube Web Scrapping and Comments Analysis – (Python, Pandas, Machine Learning, Recommender Systems, Web Scrapping, Sentiment Analysis)

- Designed a **machine learning algorithm** to extract published date, likes, dislikes, tags, views and comments from video in the mentioned URL using selenium.
- Emotion based analysis to determine anger, joy, sadness, disgust, fear and surprise emotions in comments and take **cosine similarity** to get similar videos
- Using **text analysis, term frequency and document frequency** with unigrams and bigrams of tags of the videos to analysis the similar videos based on likes dislikes, views.
- To publish a research paper of the findings as to which similarity, comments emotion based or tags based is better for recommending a YouTube video. Compared **MSEs** for different ML models.

Student Academic Record Portal- (HTML, PHP, SQL, MySQL, CSS)

- Developed web application to store, update, calculate, navigate, view the records of students using SQL queries.

Blood Bank Management- (Java, Applets, SQL Database, Regression, T-Test)

- Created a java desktop application with Oracle database, Designed the snowflake database to extract, load, transform, and store the data of different types.
- Using SQL queries and DAX commands found insights and presented them using Power Bi.
- Pricing Analysis and hypothesis testing to vary the cost of expenditure in supply, retention and donation of blood from varied sources.
- Predictive Analysis for recommending the most appropriate source for securing blood during emergencies.