

Nikhil Kumar Reddy Obili

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EDUCATION

The University of Illinois at Urbana-Champaign

Master's in Information Management - Data Science & Analytics Track

Expected May 2023

GPA: 4/4

Vellore Institute of Technology

Bachelor of Technology, Computer Science

2017-2021

GPA:8.68/10

- Recipient of the prestigious "Raman Research Award"

TECHNICAL SKILLS

- **Programming languages:** Python, R language, MySQL, HTML
- **Frameworks:** Pandas, NumPy, Scikit, Keras, Matplotlib, TensorFlow, NLTK, PySpark, Seaborn.
- **Tool & Technologies:** Tableau, Computer Vision, Natural Language Processing, Excel, Amazon Web Services, Jira.

EXPERIENCE

National Center for Supercomputing Applications

Research Intern

August 2021-Present

- Analysis of COVID-19 misinformation on Twitter data by implementing Topic Modelling & Natural Language Processing.
- Extracting Twitter data using tweepy and performed Data Cleaning and Preprocessing using NLP techniques like stop word removal, stemming, and tokenization, and saved the data using SQL.
- Applied **Word2Vec** and **LDA** algorithms to segregate topics and **PyLDAvis** to visualize the relationship between topics
- Achieved a **coherence score** of 0.74 and processed the closely correlated topics

GIES College of Business

August 2021-Present

Research Analyst

- Collaborated with the faculty at the university to optimize an advertising agency's system
- Scrutinized targets to tweak existing bidding algorithms to maximize engagement and returns by analyzing existing frameworks in place
- Created visually impactful Tableau dashboards by analyzing 150,000 records and identified favorable data trends in targets
- Documented workflows for data analysis on household-level audience data for clients in different industries

UST GLOBAL

April 2020-June 2020

Analyst Intern

- Performed customer analytics on the organization's dataset to map potential customers for each product
- Analyzed the dataset and performed **Exploratory Data Analysis (EDA)** techniques on the customer segmentation
- Applied a **K-means** clustering algorithm to find appropriate pricing and used the **Elbow and Silhouette** Method to determine the optimal **k-value** (5)

KEY PROJECTS AND PUBLICATIONS

Safety Monitoring System using Human Activities

January 2021-March 2021

- Built a monitoring system for elderly people using skeletal joints information-based human activity recognition.
- Collection of real-time data with **pre-processing and categorizing** the movements using a **pose estimator** is carried out
- Implemented **Sequential Ann** algorithm to detect the abnormal activities from the live-streamed data.
- Created a react native application facilitating live streaming and generating alerts on recognition of activities.

IPL Cricket League Score Prediction

July 2019 –September2019

- Performed Feature Engineering techniques to extract the required features from the dataset.
- Analyzed the performance of algorithms like **Decision Tree Classifiers, XGBoost, Logistic Regression, and SVM.**
- Performed Hyper Parameter Tuning and achieved highest accuracy of 87% using XGBoost Classifier.
- Displayed the results using **Tableau dashboards.**

Sentiment Analysis on WhatsApp Chats

January 2019- May 2019

- Analyzed, processed, and queried large datasets to identify meaningful patterns and detect user sentiments.
- Performed a combination of text analysis and quantitative techniques making use of LSTM algorithm.
- Proposed two models and highlighted merits and demerits and obtained an accuracy of **~90% using LSTM.**
- **ANALYZING AND PREDICTING THE EMOTION OF WHATSAPP CHATS USING SENTIMENT ANALYSIS**