Vivek Haridas

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EDUCATION:

Master of Science in Data Science   **May 2025**
Stevens Institute of Technology, Hoboken, NJ   GPA – 3.79/4
Coursework: Applied Machine Learning, Marketing Analytics, Probability Theory, Statistical Methods
Bachelor of Technology in Artificial Intelligence   **Jun 2023**
Amrita School of Engineering, Kerala, India   GPA – 3.95/4
Coursework: Big Data and Database Management, Time Series Analysis, Machine Learning

SKILLS AND CERTIFICATIONS:

Programming Languages: Python, SQL, R, SAS
Libraries/Frameworks: NumPy, Pandas, Scikit-Learn, Matplotlib, Seaborn, PyTorch, TensorFlow
Mathematics: Linear Algebra, Probability, Statistics, Calculus
Big Data Processing: Snowflake, Spark, Kafka, Hadoop
Tools: Tableau, Power BI, Microsoft Office (Excel, Word, PowerPoint)

WORK EXPERIENCE:

Business Intelligence Intern, **Bayer, Whippany, NJ**   **May 2024 – Present**
- Draft weekly performance reports by analyzing dollar sales and share changes of Core 14 Brands, identifying key drivers such as price per unit, total distribution points, and sales velocity.
- Conduct ad hoc reporting and detailed analysis for forecasting, financial, and brand teams, providing tailored insights to support strategic decision-making processes.
- Developed data extracts and working on building a comprehensive dashboard to analyze point-of-sale drivers of sales change from a consumer behavior standpoint, enabling comparison with competitors and providing valuable market insights and business strategies.

Software Developer Intern, **way.com (Remote), Fremont, CA**   **Feb 2022 – May 2022**
- Built a server to automate the car wash service by setting up the server as a message bus system.
- Utilized Redis Database to read customer data from the on-site NCD Module.
- Established a simple REST API that shows details of the NCD Module, Kafka server and set up the backbone of the car wash server.
- Designed server was availed by customers at the car wash service without the need for an attendant on site.

PROJECTS:

Drug Side Effect Extraction using RAG Model   **Sep 2023 – Dec 2023**
- Scraped drug reviews for medications treating eczema and diabetes from websites like WebMD and drugs.com using BeautifulSoup and Selenium.
- Cleaned the data using text preprocessing methods and performed exploratory data analysis on it to identify commonly occurring side effects.
- Built a RAG model using OpenAI's GPT 3.5 LLM and the Qdrant vector database which answers questions related to the side effects of the medications based on the scraped data without hallucination.

Marketing Analytics for Faith Healthcare, UAE   **Nov 2023 – Dec 2023**
- Built a Forecasting model using pharmacy sales data of the top 10 best selling medicines from one of the branches spanning from Jan 2022 till Nov 2023.
- Performed Exploratory Data Analysis to capture the trends and seasonality.
- Implemented forecasting models using techniques like Exponential Smoothing and ARIMA to predict future sales of the company.
- Performed a SWOT Analysis and suggested what changes can be made in Marketing policies.

Automatic Short Answer Grading System   **Jun 2022 – Jan 2023**
- Compared and contrasted the performance of 7 pre-trained word embedding models to automatically grade short answers.
- Trained regression models utilizing the similarity between desired answer and student answers
- Evaluated the score predictions using RMSE and Pearson's correlation.
- Presented the paper at the Fifth International Conference on Electrical, Computer and Communication Technologies **(ICECCT 2023)**.