

# Ananya Anil Singh

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## Education

### Rochester Institute of Technology

*Master of Science in Data Science*

**August 2022 - December 2024**

Rochester, NY

### SRM Institute of Science and Technology

*Bachelor's of Technology in Computer Science*

**July 2017 - May 2021**

Chennai, India

## Technical Skills

**Languages:** R, SQL, Python, Java

**Frameworks/Libraries:** PyTorch, TensorFlow, Lightning, Matplotlib, Pandas, Ggplot

**Tools:** GitHub, Excel, Tableau, Power BI, QGIS, MongoDB, Jira, GCP

**Core Skills:** Mathematics, Data Warehouse, Data Mining, Statistics

## Projects

### Unmasking Racial Disparities in Irondequoit Police Arrest Data

**January 2024 - May 2024**

- Acquired arrest data from the Irondequoit Police Department(2017-2024). Imputed missing zip codes using geocoding, and extracted latitude and longitude using Python libraries.
- Conducted racial and gender analysis using Tableau and discovered significant racial disparities; utilized heatmaps for hotspot analysis to identify and address high-crime areas.
- Used SQL and SAS to clean and organize datasets, enabling efficient time series analysis to assess the impact of COVID-19 on racial disparities and forecast future trends.

### EcoShift: Analyzing Climate Changes and Their Roots

**September 2023 - December 2023**

- The objective of this project was to predict the Air Quality Index (AQI) by analyzing weather data from the World Weather Repository, highlighting its impact on human health.
- Preprocessed raw weather data using Excel and Python. Compared several machine learning models (Gaussian Naive Bayes, Random Forest, K-Nearest Neighbor, Artificial Neural Network) optimized with hyperparameter tuning, oversampling techniques.
- The Random Forest exhibited the best results with 95% recall and 94% precision rate, outperforming other models.

### Identification of Depressive Posts in social media Forum

**January 2021 - May 2021**

- The goal of the project was to find depressive language patterns in Twitter and Reddit dataset
- Pre-processed data using Tokenization and stop word removal, employed advanced feature extraction techniques (N-gram, LIWC, LDA), and applied classifiers (Logistic Regression, SVM, ADABOOST, LSTM), achieving the highest accuracy of 97.41 % with SVM
- Published research in "Identification of Depressive Posts" in the Journal of Huazhong University of Science and Technology

## Leadership

- Orchestrated 5 events and mentored 20 young girls at UN based Girlup Masakali.
- Coordinated a team of 30 volunteers to organize SRM's techno fest AARUUSH, increasing event revenue by 25%.

## Experience

### Programming Analyst Trainee & Intern | Cognizant Technology Solutions Pvt Ltd

**February 2021 - May 2022**

- Led the successful execution of the BMW and Etihad PMO Project, resulting in a 25% increase in customer engagement through specialized EAS CRM Marketing efforts using JavaScript, HTML, SQL on Adobe Campaign Client Platform, enhancing campaign ROI by 50%.
- Worked with cross-functional teams leading a team of 5 members to optimize strategies that increased business performance by 20% and improved customer retention rates by 15%.
- Improved marketing processes by addressing data gaps and using Oracle for project management, resolving 95 % of data quality issues and enhancing the accuracy of analytics, leading to better decision-making.

### Intern | Havells Pvt Ltd

**July 2019 - August 2019**

- Acquired in-depth knowledge of networking devices (switches, routers, and firewalls) and mastered their functionalities and configuration procedures.
- Analyzed an understanding of different network topologies and their respective advantages and disadvantages, enabling informed decision-making in network design and optimization improving overall network efficiency by 15%.