

ADARSHA UJJANIMATHA

Cardiff, UK • adrshum@gmail.com • 07355890019 • [Linkedin](#) • [Github](#)

PROFILE SUMMARY

Results-driven Data Analyst & Data Scientist with expertise in Python, SQL, Machine Learning, and Cloud Computing (AWS, GCP, Azure). Proficient in ETL pipeline development, data visualisation (Power BI, Tableau), and predictive analytics to drive business intelligence and strategic decision-making. Skilled in big data processing, AI-driven automation, and advanced statistical modelling to optimise operational efficiency. Passionate about turning complex datasets into actionable insights to enhance business performance.

EDUCATION

MSc Data Science and Analytics (Completed: December 2024)

University of Cardiff

Relevant Coursework: Machine Learning & AI | Big Data Analytics | Statistical Modelling | Cloud Computing | Data Engineering | Business Intelligence & Reporting | Data Visualization | Database Management & SQL | Advanced Predictive Analytics

SKILLS

Programming & Scripting: Python, R, SQL, C++, Java, Scala

Data Analytics & BI Tools: Tableau, Power BI, Looker, MicroStrategy, Alteryx, SAS, Google Data Studio

Machine Learning & AI: Supervised & Unsupervised Learning, Deep Learning, NLP, TensorFlow, PyTorch, Scikit-learn

Big Data & Cloud: AWS, Google Cloud, Azure, Hadoop, Spark, BigQuery, Databricks, Snowflake

Data Engineering & Pipelines: ETL, SQL Optimization, Apache Kafka, NoSQL Databases (MongoDB, Cassandra)

Business Intelligence & Reporting: KPI Tracking, Dashboard Development, Data Visualization

Data Governance & Compliance: GDPR, Data Quality Assurance, Data Security

PROFESSIONAL EXPERIENCE

Thoughts Ignited – Data Analyst & Software Developer Intern

Sep 2021 – Dec 2021

- Developed full-stack web applications using JavaScript, React, and Node.js.
- Designed and optimised RESTful APIs and database management systems using SQL & MongoDB.
- Implemented data visualisation techniques using D3.js and Chart.js to enhance the user experience.
- Developed responsive UI components for seamless user experience across multiple platforms.
- Collaborated with teams to optimise web performance, improving load times by 30

PROJECT EXPERIENCE

Evaluating Operational Efficiency in Newspaper Logistics [Link](#)

- Implemented multi-stage DEA modelling to analyse and optimise newspaper distribution efficiency.
- Developed interactive dashboards using Python (Matplotlib, Seaborn) for performance visualisation.
- Conducted sensitivity analysis and correlation studies to identify inefficiencies and recommend resource realignment.
- Implemented multi-stage DEA modelling to optimise logistics efficiency.
- Developed interactive dashboards in Python and Matplotlib for data visualisation.

- Conducted correlation analysis to enhance efficiency and ensure data accuracy

Salary & Workforce Analytics Dashboard [Link](#)

- Designed interactive Power BI and Tableau dashboards to analyse salary distribution trends across industries.
- Conducted A/B testing on salary structures to assess compensation impact on employee retention.
- Integrated Google Analytics & SQL queries to track workforce hiring trends and optimize recruitment strategies.
- Designed data visualisation dashboards analysing salary trends using Power BI & Tableau.
- Conducted A/B testing on salary structures, optimising compensation models.
- Integrated Google Analytics data to track workforce engagement.

Fine-Grained Image Classification (Stanford Dogs Dataset) [Link](#)

- Built an AI-powered image classification model using VGG16 and ResNet architectures.
- Applied data augmentation techniques (cropping, normalisation, flipping) to improve training performance.
- We achieved 40.2% validation accuracy, refining the model with hyperparameter tuning and transfer learning.
- Built a deep learning model using VGG16 and ResNet for image classification.
- Applied data augmentation techniques, improving model accuracy by 40.2%

Bait Detector: YouTube Video Recommendation System [Link](#)

- Developed an AI-powered filtering system to detect clickbait videos in YouTube recommendations.
- Extracted and analysed metadata from thousands of YouTube videos to detect misleading patterns.
- Built classification models (Logistic Regression, Decision Trees, Random Forest) for content filtering, reducing false positives by 25%.
- Applied NLP techniques (TF-IDF vectorization, sentiment analysis) to enhance model accuracy. **
- Developed an AI-powered system to detect clickbait videos using NLP and ML models.
- Extracted and analysed metadata from YouTube to identify trends.
- Trained classification models (Logistic Regression, Decision Trees, Random Forest).

CERTIFICATIONS & TRAINING

- Google Data Analytics Professional Certificate (*In Progress, expected 2025*)
- AWS Certified Cloud Practitioner (*In Progress, Expected 2025*)
- Microsoft Certified: Azure Data Scientist Associate (*Planned for 2025*)
- IBM Data Science Professional Certificate (*Planned for 2025*)
- Tableau & Power BI Advanced Dashboard Development (2023)
- TensorFlow Developer Certificate (2023)
- Advanced SQL for Data Science (2023)

KEY STRENGTHS

- Strong problem-solving & analytical thinking skills
- Experience in data visualization and storytelling for decision-making
- Ability to collaborate with cross-functional teams
- Passion for AI, cloud analytics, and business intelligence