Aditya Mukherjee

✉ adityamukherjeeofficial127@gmail.com 📞 76790 06925 in adityamukherjee127 ⌨ aditya-mukherjee-127

Professional Summary

Analyst with experience in building scalable data platforms, ETL pipelines, and cloud infrastructure using Python, AWS, and various APIs. Skilled in collaborating with teams to integrate data sources, automate workflows, develop dashboards, and streamline marketing campaigns. Interested in Machine Learning with hands-on experience in smaller projects and eager to apply these skills on a larger scale.

Experience

Analyst *Bangalore, KA*
Datawrkz *June 2024 - Present*

- **Automation:** Accomplished a **98% reduction in manual reporting time**, saving **20+ hours per week and enhancing analysis efficiency**, by **building ETL pipelines with Python, AWS (S3, EC2), and platform APIs** to automate data flow to Google Sheets through collaboration with cross-functional teams.
- **Dashboarding:** Accomplished seamless dashboard maintenance and actionable insights delivery by integrating data stored in S3 with Amazon Athena, through collaboration with data and analytics teams.
- **Campaign Management:** Coordinated with digital marketing teams to **manage and optimize 200+ digital marketing campaigns** across Meta Ads, Google Ads, Amazon DSP, and TikTok Ads, ensuring consistent performance and strategic growth.
- **Tracking Setup:** Accomplished granular data collection by setting up advanced tracking with Google Tag Manager, resulting in more detailed insights and improved data-driven decision-making.

Machine Learning Engineer Intern *Remote*
Profusion Tech Labs *November 2023 – May 2024*

- Developed a chatbot with natural language conversation and real-time lip synchronization for a human-like experience.
- Optimized viseme prediction using MFCCs, achieving **80% accuracy** on a real-life dataset.
- Improved AI-human interaction, improving user engagement, accessibility, and system intelligence using CNN & RNN for NLP and sequence modeling.

Research Intern *Remote*
IIT Kharagpur *May 2023 – August 2023*

- Enhanced system resilience against false data injection attacks, achieving **R^2 of 0.98 (GRU predictor)** and **97% accuracy (MLP classifier)** by generating realistic LTI state-space data and building models with Python, TensorFlow, and scikit-learn.

Education

National Institute of Technology, Durgapur *Bachelor of Technology* *2020 - 2024*

- **CGPA:** 8.9/10.0

Skills

Programming Languages & Tools: Python, C, C++, Git, Docker.
ML & DL: EDA, Feature Engineering, Deep Learning (ANN, CNN, RNN), Scikit-Learn, Pandas, NumPy, SciPy, Keras, TensorFlow.
Dashboarding: Amazon Quicksight, PowerBI, Tableau, Excel, Google Sheets.
Databases & Cloud: MySQL, S3, MongoDB, GCP, AWS.

Projects

Potato Disease Classification using DL ⌨ ↗

- Accomplished an end-to-end potato disease detection system with **97.50% testing accuracy** by developing a CNN-based model to identify Early Blight and Late Blight, deploying the solution on Google Cloud Platform using TensorFlow Serving and FastAPI, demonstrating expertise in ML, AI, and cloud deployment.
- Tools Used: TensorFlow, Keras, CNN, matplotlib, numpy, TensorFlow Serving, FastAPI, Google Cloud Platform (GCP)