

Gujuri Alekha

Aspiring Data Scientist



CAREER OBJECTIVE :

Aspiring Data Scientist eager to apply advanced analytical skills and machine learning expertise to extract meaningful insights from complex datasets. Proficient in Python, SQL, and statistical modeling, with a solid foundation in Data Science. Adept at leveraging data to drive business solutions, I am determined to contribute to innovative projects, continuously learn, and make a substantial impact in the dynamic field of Data Science

EXPERIENCE :

Data Science Consultant | Rubixe, Bengaluru | Jan – 2023 to Present

- Executed comprehensive data science responsibilities for a prominent capital firm, steering the strategic utilization of data for informed decision-making.
- Formulated and presented advanced models to fund managers, resulting in a notable 20% improvement in returns compared to historical data.

CLIENT PROJECT : Sales Effectiveness

Conducted exploratory data analysis for a major sales client of Rubixe, identifying key patterns in sales data. Engineered and trained machine learning models, achieving an 85% accuracy in lead categorization. This significantly enhanced sales efficiency, enabling FicZon to regain a competitive edge.

Link - https://github.com/alekha1234/Sales_Effectiveness_

CAPSTONE PROJECT : House Price Prediction (Advance Regression)

Leveraged advanced regression techniques to develop a predictive model for house prices. Utilized various data preprocessing methods to handle missing values, outliers, and data inconsistencies. Employed feature engineering techniques to extract relevant information from raw data and enhance model performance. Achieved 95% R2 Score, outperforming industry benchmarks. The model effectively predicts house prices, enabling informed decision-making in real estate investments.

Link - https://github.com/alekha1234/House_price_prediction

CAPSTONE PROJECT : Portuguese Bank Marketing Campaign

Developed a predictive model to identify potential customers for a Portuguese bank's term deposit campaign. Applied data mining techniques to extract valuable insights from a dataset of customer information and transaction history. Employed

CONTACT DETAILS :

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Git Hub : <https://github.com/alekha1234>

Location : Bengaluru , Karnataka

TECHNICAL SKILLS :

Programming Language : Python , Numpy , Pandas , scikit-learn , SQL

Machine Learning : Supervised learning , unsupervised learning , deep learning (CNN)

Statistical Modeling : Linear regression, logistic regression, time series analysis

Data Visualization : Matplotlib , Seaborn , Power BI

Tools : Jupyter NoteBook , Google Colab

Data Analysis , Statistical Modeling , Hypothesis Testing , Neural Network , NLP , Git

SOFT SKILLS :

Communication Skills , Critical Thinking ,

Team Collaboration , Problem – Solving ,

Adaptability , Business Acumen

machine learning algorithms to build a classification model that accurately predicts customer responsiveness to the campaign. The model successfully identifies high-potential customers, enabling the bank to target marketing efforts effectively.

Link - https://github.com/alekha1234/Portuguese_Bank

EDUCATION :

Bachelor of Science Physics	2018 - 2021
<ul style="list-style-type: none">Science Degree College , KukudakhandiCGPA – 7.7	
Higher Secondary PCM IT	2016 - 2018
<ul style="list-style-type: none">Science College , KukudakhandiPercentage – 60.04%	
High School General	2015 - 2016
<ul style="list-style-type: none">Govt. High School , KukudakhandiPercentage – 64.33%	

CERTIFICATIONS :

- Certified Data Scientist** - from International Association of Business Analytics (IABAC)
- Certified Data Scientist** - from NASSCOM & Future Skills-Prime
- Python for Beginners** - from SkillUp by Simplilearn

LANGUAGES :

- English**
- Hindi**
- Oriya**