



# ALOK RANJAN

## COVER LETTER

### To whomsoever it may concern to

Dear Sir,

I am sending this application for the position of AI consultant. I have applied the data science techniques to the various departments like Human Resources, Marketing, Sales, Operations, Public Relations, & Production/ Maintenance. I have helped my company to grow its revenue by helping them hire and retain their employees by identifying the root cause of attrition, applying AI algorithms on employees data on their work experience, employee satisfaction, work life balance, age group, etc.

Targeting the ads to customers by grouping them according to their choice and showing the ads of their needs plays a crucial role in revenue of a company. My role was to know the behaviour of a customers by applying AI algorithm on the customer historical details and group them accordingly so that marketers can launch targeted campaign tailored for their specific needs.

For companies to be comparative and sky rocket their sales, they need to leverage AI & machine learning to develop predictive modelling so that they can be able to forecast future sales based on their historical data. I have been given data from 1100 stores and my role was to identify future daily sales based on some features such as store promotions , store size, school and state holidays & types of products.

I did a case study on public relationship - building predictive models, performing sentiment analysis on social media post with extensive product reviews data of customers on twitter .Based on the reviews in text format, the team predicts whether the customers are satisfied with the product or not. Applying feature extraction using count vectors and applying Naive based classifiers, classify them in likelihood, prior likelihood and marginal likelihood , With unbalance datasets, train logistic regression, learn to make prediction on encoded text data to know whether the customers are happy or not without going through massive numbers of tweets or reviews.

My contact number is (91)-7042915552.

Respectfully,  
Alok Ranjan  
Encl: Resume