ARAVINTTH THIYAGARAJAN

PROFILE SUMMARY

A **pre-final year** tech enthusiast with hands-on experience in **data science, strategic planning, and team leadership.** Proficient in transforming complex data into actionable insights using **Python, SQL, and Power BI.** Proven track record of driving innovative solutions through effective **problem-solving and collaboration.** Committed to leveraging analytical skills to enhance business growth in the tech industry.

WORKING EXPERIENCE

Inplant trainee, 01/2025
CATERPILLAR - WTC, Chennai

- Collaborated with cross-functional teams like **SPPD (Strategic Procurement and Product Deployment) and Data Science** including **product managers, engineers,** and **strategic planners.**
- Developed a model prototype that automates **email scheduling and triggering** based on small-scale and large-scale industries for certificate renewal.
- I have experienced collaborating and working with **international team members** and **clients**, by supporting and analyzing their goals and needs.

Data Scientist Intern, 07/2024 - 09/2024
FINLATICS

- Conducted a **comprehensive analysis** of a client company's **advertising history**, uncovering seasonal trends that improved **campaign timing** and **boosted engagement** by **15%.**
- Analyzed **customer behavior** using **predictive analytics** techniques, such as **regression, clustering,** and **decision trees**, to identify key drivers of **clicks and conversions.**
- Using **correlation analysis and performance segmentation** to pinpoint **underperformers**, and then recommended **reallocating 30%** of the ad budget toward **top-performing campaigns**, resulting in a **20% increase** in overall **ROI**.

EDUCATION

BTech, Artificial Intelligence and Data Science,
Sri Venkateswara College Of Engineering - Chennai,Tamil Nadu
GPA: 7.89

- **Executive Member** of the **Association of Computer Engineers(ACE).**
- **Hackathon and Participation : Google for developer's -** GDSC **Blueprints'25** (Finalist)**, TN govt's -Tansam'25** Women safety and Analytics (Finalist) **, Rotaract's -Rota-techx25** (Finalist).
- Active **National Social Services(NSS)** Volunteer.

CONTACT

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TECHNICAL SKILLS

- **Python**
- **MySQL**
- **HTML ,CSS**
- **C, C++**
- **Machine Learning**
- **Problem solving**
- **Team management**

INTERESTS

- **Travelling**
- **Art**
- **Music**
- **Chess**