# ARUNRAJ R U

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## SKILLS:

**Primary skills**: Python, MySQL, Machine Learning, Deep Learning, NLP.
**Visualization Tools**: Power BI, Matplotlib, Seaborn.
**Other Skills**: Data analysis, Statistical analysis, Predictive analysis.

## PROJECTS:

**YouTube Data Harvesting and Warehousing** | *Python, Web scraping, MySQL, Streamlit.* **Mar 2024 – May 2024**

- Automated the extraction of YouTube data (channels, videos, comments) using Python and the YouTube Data API, retrieving and processing over 5,000 video entries from 10 channels, reducing manual data collection time by 70%.
- Designed and optimized a MySQL database schema to manage over 1 million structured data records, enhancing query performance by 40% and improving analysis efficiency by 30%.
- Established a streamlit dashboard to visualize key insights, improving data retrieval speed by 30% through efficient indexing and queryoptimization, reducing report generation time by 50%.

**Industrial Copper Modeling** | *Scikit-learn, Random Forest, Decision Tree.* **May 2024 – Jun 2024**

- Configured a machine learning regression model to predict copper industry selling prices, addressing data skewness, noise and outliers through normalization and feature scaling, improving prediction accuracy by 25%.
- Engineered a lead classification model to predict lead conversion status (WON/LOST) using logistic regression, improving the accuracy of lead management and decision-making processes by 20%.
- Implemented data preprocessing workflows, including outlier detection and data cleaning, to enhance model robustness and improving prediction quality by 30% for pricing and lead classification.
- Authored an interactive Streamlit application allowing users to input data values and receive real-time predictions for selling price and lead status (WON/LOST), reducing decision-making time for sales teams by 40%.

**Sentiment Analysis** | *NLTK, Spacy, TensorFlow, Hugging Face.* **Jul 2024 – Aug 2024**

- Developed an NLP-based sentiment analysis model to classify over 1000 customer feedback entries into positive, negative and neutral categories, increasing classification efficiency by 40%.
- Deployed text prepossessing and feature extraction methods, including tokenization, stop-word removal, and TF-IDF to prepare 10,000+ data points, boosting sentiment classification by 20%.
- Constructed a user-friendly dashboard with Streamlit to visualize sentiment trends, providing real time insights for marketing teams and reducing feedback analysis time by 50%.
- Enhanced model accuracy by 15% through hyperparameter tuning and the integration of advanced algorithms like BERT, improvingthe precision of sentiment predictions and actionable insights.

## EDUCATION:

**Master's program in Data Science, Guvi.** **Feb 2024 – May 2024**
*IIT-M Pravartak Certification for Advanced Programming Professional.* *Chennai, TamilNadu.*

**B.E Mechanical Engineering, Valliammai Engineering College.** **Jul 2014 – Apr 2018**
*Affiliated to Anna university.* *Chennai, TamilNadu.*

## EXPERIENCE

**Senior Service Advisor, KUN Capital Motors PVT LTD.** **Feb 2022 – Jan 2024**
*Volkswagen Group.*
**Service Advisor, Balaji Motors PVt LTD.** **Jul 2021 – Jan 2022**
*Honda Group.*
**Service Advisor, Lanson Motors PVT LTD.** **Jun 2018 – Jul 2021**
*Totota Group.*

## CERTIFICATIONS

- Advanced Masters program in Data Science and Machine Learning, **GUVI**
- Data analysis and visualization using Microsoft PowerBI, **GUVI**
- Career Essentials in Generative AI, **Microsoft and LinkedIn**
- Deep Learning with Keras and Pytorch, **Simplilearn**