

Ketandeep Sharma

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Bachelor of Technology

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🐙 GitHub Profile

🌐 LinkedIn Profile

EDUCATION

•Bachelor of Technology in Computer Science and Engineering

2018-22

Bachelor of Technology in Computer Science and Engineering, Gwalior

CGPA: 7.65

PERSONAL PROJECTS

•Marketing Campaign Insights

Conducted analytical evaluations for marketing campaign analysis.

- Conducted in-depth analysis of marketing campaign data through uni-variate analysis.
- Executed feature extraction from specific parameters, generating a key performance indicator (KPI) crucial for project success.
- Applied data modeling techniques and crafted insightful reports using Power BI.

•Customer Churn Analysis

Comprehensive Customer Churn Analysis: End-to-End Insights and Predictive Modeling Project

- Utilized Diverse Techniques for Extracting Valuable Insights and Conducted Various Statistical Tests to Uncover Correlations and In-depth Parameter Insights.
- Progressed from Analysis to Comprehensive Feature Engineering, Feature Extraction, Data Scaling, and Modeling for Predictive Analytics. Utilized Cross-Validation Techniques to Rigorously Evaluate Model Performance.

•Sales Product Analysis

Analyzed sales product data with SQL, extracting key insights to strategically boost future sales.

- Predictive Analysis employing various statistical techniques to achieve a high precision score.
- Technology Used : SQL ,Python, Statistics, ML(Sci-kit Learn).

EXPERIENCE

•Mphasis

June 2022 - Present

Software Engineer

On-Site

- Enhancing retrospective analysis for sprints across diverse regions in my current role, I incorporate valuable parameters to pinpoint issues with specific tickets. This ongoing initiative has significantly contributed to a 20 % increase in ticket resolution efficiency.
- Managing weekly data analysis for various global regions, including AMRS, APAC, EMEA, deriving comprehensive insights and identifying opportunities for process enhancement in subsequent sprints and quality auditing.
- Analyzing marketing campaigns across various countries, identifying strengths and patterns specific to each campaign and country. Develop tailored strategies for each market. Conduct A/B testing of the same campaigns in different countries to understand the behavior of retail investors and financial advisors.

•Kanishka IT Pvt. Ltd.

Dec 2020 - March 2021

Data science Intern

On-Site

- Exploring diverse techniques for optimal deployment of ML algorithms, achieving maximum prediction accuracy and precision. Developed a hypertension stage predictor, honing analytical skills with analysis and visualization of diverse datasets, and deployed it on the web using Plotly.

TECHNICAL SKILLS AND INTERESTS

Languages: C++, java, Python, HTML+CSS

Libraries : Python Libraries, Pandas, Numpy, Seaborn, Sci-Kit Learn, Keras, Tensorflow

Web Dev Tools: VScode, Git, Github.

Frameworks: Flask

Databases: MongoDB, Relational Database(mysql).

Relevant Coursework: Data Structures & Algorithms, DBMS, Object Oriented Programming, Data Science and analysis, Statistics.

Areas of Interest: Data Insights, Predictive modelling, Data engineering, ML/AI.

Soft Skills: Problem Solving, Self-learning, Adaptability.

POSITIONS OF RESPONSIBILITY

•Registrations Volunteer Croma Gwalior

Feb 2019

- Led the registration team for a blood donation camp, successfully overseeing the enrollment of over 200 blood donors.
- Collected over Rs. 10,000 in entry fees for different gaming activities as part of Croma event.