

Blossom

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SKILLS

- **Languages:** Python, R, C++, JavaScript
- **Tools/Platforms:** Excel, PowerBI, Informatica PowerCenter
- **Databases:** MySQL, MongoDB
- **Web Technologies:** HTML, CSS, Bootstrap, SEO
- **Soft Skills:** Problem-Solving, Team Player, Adaptability

INTERNSHIP

- **Ryazio Technologies LLP** Jan'23 – May'23
 - **Frontend Web Developer Intern**
 - Collaborated with senior front-end developers to implement responsive and visually appealing user interfaces.
 - Assisted in the design and development of new website features and functionalities, contributing to project success and client satisfaction.
 - Implemented SEO best practices to improve site speed and enhance search engine visibility, driving increased organic traffic.

PROJECTS

- **Plant Disease Classification Model** Oct 2024
 - Developed a multiclass plant disease classification model using a hybrid CNN-Transformer architecture, leveraging ResNet for feature extraction.
 - Achieved efficient model training with PyTorch, optimizing using Adam and CrossEntropyLoss, improving classification accuracy for multiple plant diseases.
 - **Language:** Python
- **Advertising Expense Optimization Model for a TV Brand** Sept 2024
 - Built a regression model to assess the impact of various advertising channels on sales and used feature engineering to derive interaction terms and lagged variables.
 - Optimized media spend under constraints using historical data, improving allocation strategy to maximize sales while ensuring minimum spend per channel.
 - **Language:** R
- **HR Analytics Dashboard** Apr 2024
 - Designed an interactive dashboard to analyze employee attrition trends and enhance employee retention strategies.
 - Utilized advanced DAX functions and Power Query to clean, transform, and visualize complex HR data, identifying key attrition drivers and patterns.
 - **Tool:** PowerBI

CERTIFICATES

- Preparing Data for Analysis with Microsoft Excel- Coursera Oct 2024
- Foundations of Data Science- Coursera May 2024
- The Joy of Computing using Python- NPTEL Apr 2021

RESEARCH PAPER PUBLICATION

- **Face Sketch Constructor and Identity Attestation** Nov 2022
 - Research paper published in 10th International Conference on Advancements in Engineering and Technology, ICAET-2022 (Paper ID- 39) held at BGIET, Punjab, India.

EDUCATION

- **Lovely Professional University** Punjab, India
 - *Master of Technology – Data Science and Analytics; CGPA: 9.28* Aug 2023 - Present
- **Guru Nanak Dev Engineering College** Punjab, India
 - *Bachelor of Technology - Computer Science and Engineering; CGPA: 9.12* Aug 2019 - Jun 2023
- **Eastwood International School (CBSE)** Punjab, India
 - *Intermediate; Percentage: 86.6%* Apr 2018 - Mar 2019
- **Eastwood International School (CBSE)** Punjab, India
 - *Matriculation; CGPA: 10* Apr 2016 - Mar 2017