### DAKSH GUPTA (2K21/IT/57)

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Delhi Technological University, B. Tech in Information Technology | DelhiCGPA: 9.04/10.02021-2025Vivekanand Public School, 12th CBSE | DelhiMarks: 95.2%2021Bal Bharati Public School, 10th CBSE | U.P.Marks: 94.8%2019

EXPERIENCE -

Echio | Machine Learning Intern | Hybrid (Noida)

JUNE 2024 - JULY 2024

- Developed advanced recommendation algorithms for influencer marketing using machine learning, increasing brandinfluencer match efficiency by 30% and boosting campaign engagement rates by 15%
- Engineered targeted influencer recommendation systems, elevating **user interaction by 25**% through custom suggestions that matched brand requirements and campaign strategies precisely.
- Optimized content based filtering model to enhance prediction, accuracy and system performance
- Worked closely with founders, marketing teams, and software developers to build the recommendation system, ensuring seamless functionality and user experience.

**Unified Mentor** | *Data Science Intern* | Remote (Gurugram, Haryana)

Feb 2024 - APRIL 2024

- Orchestrated a collaborative effort within a team of peers to conduct in-depth analysis of extensive datasets, employing
  exploratory data analysis methodologies to discern salient features for model development.
- Seamlessly amalgamated findings into an intuitive and interactive dashboard interface using PowerBI Desktop and PowerBI service, ensuring accessibility and ease of interpretation for end-users.

ACADEMIC PROJECTS

## HOSPITAL APPOINTMENT SYSTEM [ LINK ]

- Utilized **React.js** for the frontend, enabling users to book appointments, search for available doctors, post reviews, and process appointment fee payments.
- Leveraged MongoDB and Mongoose for secure data management, integrating authentication mechanisms using JWT and cookie parser.
- Utilized Express.js and CORS to create a robust backend API, ensuring seamless communication between the client and server.

# CHAT ANALYZER [LINK]

- Analysed WhatsApp group chats to extract insights such as message frequency by user, active hours, and most frequent words, both at group and individual levels.
- Employed **Pandas**, **NumPy**, **NLTK**, and **Seaborn** for data processing and analysis, **Matplotlib** and **Wordcloud** for data visualization; and **Streamlit** for creating an interactive user interface.

# 2048 GAME [ LINK ]

- Developed a **React.js** based **2048 game** application, featuring **tile movement**, **score tracking** and **game over** conditions at 2048 tile value
- Demonstrated proficiency in front-end development, algorithm implementation and responsive UI.

Programming Languages C/C++, Python, JavaScript, SQL

**Robotics** ROS, Gazebo, Rviz, Arduino

Libraries/ Framework NumPy, Pandas, Matplotlib, ScikitLearn, OpenCV, NLTK, Streamlit, Tableau, Express.js

**Databases** MongoDB, Mongoose

Web Development HTML, CSS, JS, React.js, Tailwind-CSS, Bootstrap

Course Work DBMS, OOP, DSA, OS, Compiler Design

### ACHIEVEMENTS -

- 2<sup>nd</sup> Runner Up | Intelligent Ground Vehicle Competition (IGVC) | Michigan U.S.A (2023)
  Successfully built and deployed an autonomous three wheeled robot to traverse a course of obstacles and hurdles.
- Appeared in Dainik Jagran Delhi | 1st June 2023 and 21st June 2023.
- 2<sup>nd</sup> position | Codescript Competition | Front-End Web Development (2023)
- 1000+ Coding Problems | Leetcode, Codechef, Codeforces, Hackerrank, GFG
- 4 Star Coder | Codechef, Pupil | Codeforces
- Ranked among top 10% of university students in terms of CGPA

POSITION OF RESPONSIBILITY