# Deepita Pai

Room No. 717, Ladies Hostel, VIT University, Chennai, India | +918939141260 | paideepita@gmail.com

## Objective

· To research, analyze and build efficient products as a Data Science Intern at your firm. I currently specialize in Data Mining
  and Sentiment Analysis in particular.

## Specialties

· Data Mining, Predictive Modelling, Sentiment Analysis, Data Visualization, Machine Learning.

## Education

**BACHELOR IN TECHNOLOGY (COMPUTER SCIENCE AND ENGINEERING) | JULY 2011-MAY 2015(EXPECTED) | VELLORE INSTITUTE OF TECHNLOGY**

· Major: Computer Science and Engineering.

· Coursework related to Area of Interest: C, C++, Scripting Languages, Probability and Statistics, Linear Algebra, Numerical Analysis, Operating System, Database Management Systems, Computer Networks. · CGPA : 8.22/10

**CLASS XII | JUNE 2011 | AIR FORCE GOLDEN JUBILEE INSTITUTE, NEW DELHI**

· Related coursework: Physics, Chemistry, Mathematics, C++, English.

· Board Percentage: 88%

**CLASS X | JUNE 2009 | AIR FORCE GOLDEN JUBILEE INSTITUTE, NEW DELHI**

· Board Percentage: 91%

## Skills & Abilities

**PROGRAMMING LANGUAGES**

· C, C++, PHP, R, MATLAB, Python, Javascript, JQuery, Java, Visual C#

**TECHNOLOGIES**

· MySQL, RapidMiner, Tableau, .NET Framework, Adequate knowledge of Twitter, NYTimes API.

**ADDITIONAL COURSES UNDERTAKEN**

· Computing for Data Analysis (John Hopkin's University – Coursera).

· Data Analysis (John Hopkin's University –Coursera).

· Cisco Certified Network Associate I.

· Microsoft Technical Associate .NET Fundamentals.

## Past Internship

**DATA SCIENCE INTERN | FRACTAL ANALYTICS, MUMBAI | JANUARY 2015- MAY 2015**
· Worked on multiple projects related to analyzing Online behavior of purchasers and non-purchasers on E-commerce websites, Estimating sales incorporating Competition and Cannibalization variables and using Open data (Indian Government Initiative) to visualize results using Javascript libraries for visualization.

**DATA SCIENCE INTERN | FRACTAL ANALYTICS, MUMBAI | JUNE 2014- JULY 2014**
· Analyzed and prepared models for various modules of the project that comprised of finding the success of a certain product newly launched in the market. This was performed for all the major countries where the product was being launched as per the competitor in that country.

**DATA SCIENCE INTERN | COUNCIL OF SCIENTIFIC AND INDUSTRIAL RESEARCH – STRUCTURAL ENGINEERING AND RESEARCH CENTRE (CSIR-SERC) | NOVEMBER 2013- JANUARY 2014**
**UNDER THE GUIDANCE OF SENIOR PRINCIPAL SCIENTIST, DR. P. HARIKRISHNA.**

· Collected and analyzed data of Cyclone affected districts of India by applying Data Mining algorithms of Association, Classification and Clustering. Proposed a new improvised algorithm to improve upon the limitations of the existing algorithms.

## Projects

**SENTIMENT ANALYSIS USING TV SERIES' TWEETS BASED ON TOP 20 T.V SERIES AS PROVIDED ON IMDB WEBSITE**

· Web Scraped IMDB Top 20 TV Series Page and extracted a number of tweets of all TV series. Performed Sentiment Analysis on the tweets using R, visualized the data using Tableau. Working on the classification of Slang language words while classifying emotions of the tweets and the ability to rightly detect the emotion of certain uncertain-emotion's tweets.

**MAP MY STUDY (SECOND-HAND ONLINE BOOK STORE WEBSITE):**
· Online Second Book Store using MySQL, PHP, HTML and JavaScript. Responsible for designing back end of the project using PHP and MySQL.

**ANALYSIS OF KDD'99 DATASET AND OTHER VULNERABILITIES USING SUPPORT VECTOR MACHINES:**
· Basic application of Support Vector Machines on the KDD'99 Dataset and a comparative analysis of application of various Machine Learning algorithms on the given dataset.

**CUSTOMER BEHAVIOR ANALYSIS:**

· The Research Project involves analyzing the Customer Behavior in the Shopping Mart of University Campus by analyzing the dataset of a 1000 transactions from various points in time-Festivals, Weekends, Weekdays and helping the mart to organize their products and increasing their profits.

**SEARCH ENGINE OPTIMIZATION**

· Analysis of a less popular Google product, Aardvark. Analyzed the reasons behind its failure, the current engines working on the same line and proposed a different solution to address the drawbacks of Aardvark.

**VIT STUMBLEUPON**

· The project involved creating a website that allows users to select their subject of interests and then share webpages based on their interests with each other.

## Achievements

· Girl's Co-ordinator (2011-2012), Co-Leader, Tech Team (2012-Present), VIBES, Official College Magazine, VIT.

· Core Committee Organizer of inFOSSphere 2.0, an event by Linux User Group, VIT.

· Core Committee Organizer of Literario, Official Literary Fest of VIT.

· Single handedly organized event Brainhunt, an Online Treasure Hunt Competition at VIT, which enjoyed massive participation of nearly 200 students.

· Delegate of Italy, Model United Nations, VIT.

· Part of Guinness World Records in Windows 8 Phone App Developing Challenge held at Bangalore'12. The app received a rating of 9.5 on 10. Developed Windows 8 app for women's helpline. Shortlisted for most innovative apps in the College. Couldn't implement the app because of inadequate human resources needed to collaborate with various NGOs.