G. Priya darshini
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OBJECTIVE

To obtain a challenging position as a Data Analyst where I can utilize my skills and knowledge in data science and machine learning to contribute to the growth of the organization. Fresher looking for an organization where I can enhance my knowledge and to obtain challenging position that gives me the opportunity for self-improvement and leadership, while contributing to the symbolic growth of the organization with my technical, innovative and logical skills.

EDUCATION

Masters of Business Administration – Business Analytics
(2021-2023)
CGPA 8.6
VISTAS, Pallavaram Chennai

Bachelor of Engineering - Computer Science and Technology
(2015-2019)
CGPA 7
Madras Institute of Technology

INTERNSHIPS

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING USING PYTHON
Analytics (APR 2022-MAY 2022)
From YBI FOUNDATIONS

- ➢ Python is a popular language for AI and ML due to its extensive libraries and simplicity. Interns should become proficient in Python, including libraries like NumPy, pandas, scikit-learn, and TensorFlow or PyTorch for deep learning.
- ➢ Cover fundamental machine learning algorithms such as linear regression, decision trees, random forests, and support vector machines. Provide hands-on experience in implementing these algorithms in Python.
- ➢ Methods for evaluating machine learning models, including metrics like accuracy, precision, recall, and F1-score.
  -- To analyses and predict bank churn model using support vector machine.
  --To analyses and predict car depreciation using linear regression.
  --To analyze and predict the spending score of a set of people
     using clustering algorithm.

DASHBOARD CREATION USING FINANCIAL DATA OF ROTARY CLUB
KG DATA SOLUTIONS- Business Analytics
(JAN 2023 – APR 2023)

➢ During the intern period, the analysis was done on how Rotary club funding and expenses contribution.

➢ Creating a dashboard helped in a way of identifying Trends, Project impact and Progress, Financial statement and Fundraising progress, Event Planning, Community Metrics, collaborating tools, Goal Tracking, Feedbacks etc.

➢ Rotary clubs are often required to maintain detailed financial records and report on their income and expenses, especially when applying for grants or accepting donations from Rotary International or other organizations.

KPMG (FORAGE)

Data Analytics
(FEB 2023-FEB 2023)

➢ Assessing Data quality and completeness.
Data Profiling was initialized to understand the structure of the dataset. Followed by data scrubbing by correcting the errors in the dataset and removing the duplicate values and validating the data to verify the accuracy of the data.

➢ Targeting high-value customers based on demographics and attributes.
That includes Income, location, purchase history of the customer, product preferences. Segmenting the customer based on the demographics and attributes using K-means clustering algorithm to identify high- valued customer.

➢ Presenting insights with visualizations.
Incase to forecast high-valued customer for the future predictive modelling is done. To each high-valued customer marketing strategy was tuned to leverage the insights gained from the analysis. A/B testing was used to assess the effectiveness of different strategies.

➢ Reporting and visualization
Reports were created with the finding and the impact of the strategies to the stakeholder. Dashboards were created for easy and future reference.

The result on Targeting strategies-based feedback, performance data and changing customer behaviors.

PROJECTS

- **Dashboard creation using financial data of rotary club with reference to KG Data solutions.** (01/2023 - 04/2023)
  Using Machine learning algorithm, the funding expenses was determined.

- **Sales Performance and Growth prediction of star hotels** (03/2022 - 03/2022)
  Using R-language descriptive and Statistical analysis is performed.
  In Descriptive analysis is done for initially understanding the data and time series analysis to analyze and model time-dependent patterns. ANOVA was used to find differences in sales performance among the selected hotels.
  Identifying relevant feature that could impact future sales is done by selecting a model, Training model, Model Evaluation, Interpreting and forecasting.

- **Decision support system-Machine Learning** (01/2015 - 04/2015)
  Anomalous detection of time series data in health care System.
  LSTM is trained on the labelled dataset, to capture patterns and relationship with the series data. Anomalies are found and threshold is set that intimates the provider or the consent person in real-time.

TECHNICAL SKILLS & INTEREST

*Python *Machine Leaning *Mysql *SPSS *IBM-Cognos
*R-Language *Tableau *Power-bi *Data Analytics *Data Science
*Data Modelling *Data visualization *Story-telling *Communication

CERTFICATIONS

- **Machine Learning 101 - Guvi IITM** (01/2023 - 01/2023)
This certification includes fundamental understanding of Machine Learning overall with a focus on building classification models, with a focus on solving the problem of classification.

- **Data Visualization using Python** (05/2022 - 05/2022)
Cognitive class.ai (IBM)

- **Data Visualization with R** (01/2021 - 01/2021)
Cognitive class.ai (IBM)

- **Data Visualization using power-bi** (11/2021 - 11/2021)
Great Learning

- **Data Visualization using Tableau** (11/2021 - 11/2021)
Great Learning

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I hear the responsibility for the correctness of the above-mentioned particulars.

PRIYA DARSHINI
CHENNAI