

Ekta Kumari

M.Sc. Statistics (1st Year)
Department of Mathematics and Statistics
IIT Kanpur

LinkedIn : [Ekta Kumari](#)
Github : [ektakum13](#)
Email : ektakumari24@iitk.ac.in

Academic Qualifications

Year	Degree	Institute	CPI/%
2024 - Present	M.Sc. Statistics	Indian Institute of Technology, Kanpur	8.13
2023	B.Sc.(Hons) Statistics	Hindu College, DU	9.01
2020	KSEEB(XII)	St. Francis Sales PU College, Banglore	95%
2018	CBSE(X)	M S Memorial Public School, Motihari	94%

Scholastic Achievements

- Secured **All India Rank 76** in **IIT JAM 2024** among 3536 candidates all across the country.
- Awarded the **INSPIRE scholarship** of Rs. 3,00,000 by the Department of Science and Technology (GOI).
- Cleared **CUET PG Statistics 2023** among 7277 candidates and offered a seat at Department of Statistics, **University of Delhi**.

Key Projects

- Forecasting International Tourism to India, Time Series** (Self Project, [link](#)) (December,2024 - January, 2025)
 - Analyzed **international tourist arrival data** using time series visualization techniques to uncover trends and seasonality.
 - Evaluated** forecasting models, including **ARIMA**, **SARIMA**, and the **Prophet** library, to identify the best-performing approach.
 - Utilized the Prophet library to handle seasonality and trends effectively, **generating forecasts** for future tourist arrivals.
- Quora Question Pairs, NLP** (Self Project, [link](#)) (November,2024 - December, 2024)
 - Worked with the Quora dataset to **classify duplicate question pairs**, performing a thorough **EDA** to uncover key patterns.
 - Engineered features** using **BoW** and text-based metrics such as question length, word count, common words, and word share.
 - Various machine learning models were trained, with **Random Forest** emerging as the best-performing model.
- Credit Risk Modelling** (Self project, [link](#)) (May, 2024 - June, 2024)
 - Performed **exploratory data analysis** on a cibil dataset having **51336 rows and 88 columns**.
 - Conducted **feature engineering** and computed **VIF** to detect **multicollinearity** among explanatory variables.
 - Implemented **Logistic Regression**, **Random Forest**, and **XGBoost**, with XGBoost Classifier achieving an accuracy of **0.79**.

Experience

- Associate Consultant** (July, 2023 - September, 2023)
Organisation: Nation With NaMo
Skills: MS-Office, Data Analysis, Communication
 - Conducted in-depth research for the **Madhya Pradesh Assembly Elections 2023**, involving **over 100 interviews** with local leaders and voters to gauge their perspectives on candidates.
 - Developed a **strategic campaign plan** by analyzing historical political, geographical, and cultural data.
- Market Analyst** (June, 2022 - August, 2022)
Organisation: WOBB
Skills: Data Analysis, Market Research, Competitive Analysis
 - Developed a **market entry strategy**, including entry mode and **7+ influencer acquisition** and promotion tactics.
 - Researched influencer marketing in the top three countries through detailed **competitor analysis**.

Technical Skills

- Programming Languages:** Python, R Programming, C++, MySQL
- Software and Libraries :** Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn, MS Office, Tableau

Positions of Responsibility

- Senior Consultant** (May, 2022 - May, 2023)
Organisation: Hindu Consulting Group, Hindu College
Skills: Content Creation, Data Analysis
 - Led a 5-member team in researching college student **financial literacy**, excelling in **data analysis** and social media posts.
 - Directed a **7-member team** to create **3 YouTube videos** for the HCG channel, doubling the subscriber count.

Online Course and Certification

- Supervised Machine Learning, Coursera** (October 2023)
 - Gained hands-on experience in **linear regression**, **logistic regression**, and **support vector machines**.

Relevant Courses

Descriptive Statistics	Probability Theory
Statistical Inference	Linear Models
Sampling Distribution	Design of Experiments