

Ganesh Raj K

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EDUCATION:

- **MS in Data Science**, Rutgers University | CGPA – 3.75 May 2024
- **BTech in Computer Science and Engineering**, Indian Institute of Technology Indore May 2019

EXPERIENCE:

Rutgers UCM, Data Analyst Feb 2023 – Present, New Brunswick

- Harnessed learning data from Canvas API and SAS to predict new student course outcomes/CGPA grade using a classification model, achieving a 78 percent success rate in classifying new students.
- The dataset consisted of 12 diverse features, including demographic, academic, behavioral, and parent participation, for predictive modeling.
- Extracted data using Canvas API, performed preprocessing with Python and SAS, and applied ANN for the classification model.

Deloitte Consulting, Data Analyst June 2019 – Jan 2022, Bengaluru

Restaurant Chain:

- Used K-Means clustering and SAS to categorize restaurant patrons based on dining preferences from survey data.
- Created Tableau visualizations to link clustering results with risk and safety behaviors, leading to a 74% increase in takeaway orders.

Banking:

- Reduced churn by 30% using SAS to build a multivariate logistic regression model and identify at-risk customers.
- Conducted EDA with matplotlib and presented insights for targeted marketing strategies.

Geospatial Intelligence:

- Developed an object detection system using Mask R-CNN and OpenCV to identify docked vessels from GIS imagery.
- Processed high-definition satellite data with Python and QGIS, automating workflows with AWS Lambda and CloudWatch, saving \$100k in labor costs.

Key Achievement: Was recognized with Applause award twice for my client centric work approach and timely deliverables.

MAQ Software, Data Engineer May 2018 – July 2018, Hyderabad

- Established an ETL pipeline using SQL Server Management Studio and SSIS, consolidating three large Azure data marts with over 2 million records into one. Developed triggers and stored procedures in place to identify inconsistencies during the transfer and maintain data integrity.

PROJECTS:

Twitter Search: [\[github\]](#)

- Designed a web application with a local cache of 200 trending tweets, using SAS for initial data preprocessing and leveraging Postgres (relational) and MongoDB (non-relational) to query a dataset of about 120,000 tweets from 13,000 users.
- Applied NLP techniques for efficient search, including synonym search and Levenshtein distance, and managed API requests with Flask.

Gen AI LinkedIn Application bot: [\[github\]](#)

- Automated applying to jobs on LinkedIn easy apply using selenium in python.
- For the question and answering, built a RAG API using Llamaindex for querying with GPT turbo as baseline model and used FastAPI to make and deploy the API Client.

SKILLS

- **Programming & Scripting:** Python, R, SAS, PyTorch, scikit-learn, pandas, numpy
- **NLP & Generative AI:** LangChain, LlamaIndex, RAG, vectorDB, FastAPI
- **Data Visualization:** Tableau, Matplotlib, Seaborn, Plotly, SAS
- **Geospatial Software:** QGIS

CERTIFICATIONS

- AWS Machine Learning Specialist
- AWS Cloud Practitioner