

Ganesh Raj K

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EDUCATION:

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| • 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:

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| Rutgers UCM, Data Analyst | Feb 2023 – Present, New Brunswick |
| <ul style="list-style-type: none">• Harnessed learning data from canvas Api to predict new student course outcomes/CGPA grade using a classification model which scored a 78 percent success rate in classifying new students.• The dataset consisted of 12 diverse features including demographic academic, behavioral, parent participation for the predictive modeling.• Extracted data using canvas Api, preprocessed using python, and used ANN for the classification model. | |

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

- Mitigated the lockdown-induced customer churn by constructing a multivariate logistic regression model to Identified churn-prone customers and key contributing factors.
- Performed EDA using matplotlib and communicated results to stakeholders. helped them target marketing accordingly resulting in a 30% churn reduction in the next quarter.

Restaurant Chain:

- Categorized restaurant patrons based on their dining preferences from survey data using K-Means clustering.
- Generated detailed Tableau visualizations to correlate the cluster results with their risk and safety behaviors.
- This analysis helped strategize marketing along with promotion of safety protocols. which led to an 74% increase in take away orders the next quarter.

Geospatial Intelligence:

- Addressed the challenge of manually identifying docked vessels by developing an object detection system using Mask R-CNN and OpenCV for change detection in Python.
- Accessed high-definition GIS satellite imagery from the Sentinel API in Python and dehazed the images for better results.
- Extracted the geolocation data of the detected objects using QGIS.
- Automated the entire process using AWS Lambda and CloudWatch, saving over \$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
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- 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:

Chatbot with a personality: [\[github\]](#)

- Built a generative AI (Gen AI) model chatbot to replicate Chandler Bing's dialogue style from "Friends," utilizing an extensive dataset of 8,700 dialogues.
- The model, featuring a seq2seq with 2-layer LSTM network with a dropout layer, achieved a BLEU score of 0.63.

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

- Designed a web application with a local cache of 200 trending tweets, leveraging a combination of 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

2024 Travelers Insurance Analytics University Contest: [\[github\]](#)

- Conducted Tweedie regression using LightGBM on a zero-inflated dataset of over 29,000 records, fine-tuned parameters using grid search, and assessed model efficacy with the Gini index. This systematic approach secured a third-place finish among 200+ teams.

SKILLS

- Machine Learning Programming Languages: Python, R
- Machine Learning Libraries and Frameworks: PyTorch, scikit-learn, pandas, numpy, streamlit, Langchain
- Databases and analytics: SQL, MongoDB, DynamoDB, Tableau, Matplotlib, Numpy, pandas, plotly, seaborn

CERTIFICATIONS

- AWS Machine Learning Specialist
- AWS Cloud Practitioner