

# 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

- Harnessed learning data from the Canvas API to predict new student course outcomes and CGPA grades using an ANN classification model, which achieved a 78 percent success rate in classifying new students.
- Analyzed correlations between the features and understood the data distributions using detailed Tableau visualizations.
- Consolidated the results by creating a Tableau dashboard and presented the results to the academic success department.

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

#### Restaurant Chain:

- Categorized restaurant patrons based on their dining preferences from survey data using K-Means clustering.
- Recognized similarities and dissimilarities between people using multiple Tableau dashboards and further made new dashboards based on the observed clusters.
- This analysis helped strategize marketing along with promotion of safety protocols. which led to an 74% increase in take away orders the next quarter.

#### 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.

#### Employee Search:

- Crafted an employee search tool with an R Shiny interface, utilizing R for data handling and text extraction from resumes.
- Applied text search and NLP to match and tag employees with specific skills. Implemented a dynamic tableau dashboard to show the current resource availability and skills most in demand, skills in shortage.
- Created an Excel VBA Macro, to generate weekly employee dataset about availability status and their current assignments, in order to be sent to Human Resources.

**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:

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### 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.
- To explain the model better, generated a tableau dashboard to show trends of the show; s ratings, viewership and pairwise number of conversations between all 6 of the lead characters.

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

- Conducted Tweedie regression 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

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- Databases: PostgreSQL, MongoDB, t-SQL, DynamoDB, ChromaDB
  - Office: Excel, PowerPoint, VBA

- Data Visualization and Manipulation: Tableau, Power BI, Matplotlib, Seaborn, Plotly, pandas, numpy, Python, R

## CERTIFICATIONS

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- AWS Machine Learning Specialist
- AWS Cloud Practitioner