**Ganesh Raj K**

◆ [ganesh\_012@outlook.com](mailto:ganesh_012@outlook.com) ◆ 848 313 8525 ◆ [linkedin.com/in/ganeshrajk](https://www.linkedin.com/in/ganeshrajk/) ◆ [github.com/ganeshraj-k](https://github.com/ganeshraj-k)

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 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:

**Chatbot with a personality:** [**[github]**](https://github.com/ganeshraj-k/Conversational-model-with-a-personality)

* 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]**](https://github.com/ganeshraj-k/travelers_modeling_competition)

* 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

* 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

* AWS Machine Learning Specialist
* AWS Cloud Practitioner