

GURUJU HARIKA

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SKILLS

- **Technical Skills:** Python, Java, EDA, SQL, NLP, LLMs
- **Tools/Platforms:** GitHub, Tableau, Power BI, Excel, Py Torch, TensorFlow
- **Soft Skills:** Leadership, Team Handling, Adaptability, Problem-Solving Skills
- **Languages:** English, Hindi, Telugu

EXPERIENCE

Business Analyst Intern (Vibe Store)

Mar 2025 – May 2025

- Delivered cross-functional insights to improve operations and enable data-driven decisions.
- Automated sales reporting with Shiprocket, used SQL & Tableau to generate actionable insights.
- Secured 25+ institutional partnerships, boosting brand visibility, market reach, and revenue.

PROJECTS

Financial Analysis RAG with Time-Series Data

Aug 2025 – Present

Domain: **NLP, RAG, Time-Series Analytics** | Tools: **Python, Streamlit, ChromaDB, Sentence Transformers, yfinance**

- Built RAG app with vector search and time-series charts for real-time investment insights.
- Developed yfinance pipeline, normalized OHLCV, and stored 580+ market facts for 7 tickers in ChromaDB.
- Deployed on streamlit Cloud with NL queries, ticker filters, SMA overlays, and reproducible setup.

OCR Handwriting Recognition using Tr OCR

Jan 2025 – Mar 2025

Domain: **NLP, Machine Learning** | Tools: **Python, Py Torch, Hugging Face Transformers, Tr OCR**

- Fine-tuned Tr OCR on IAM dataset, achieving 6.3% CER and 14.3% WER for handwriting recognition.
- Built OCR Pipeline with image preprocessing, label mapping, tokenization, and transformer-based model.
- Addressed GPU limits and overfitting by optimizing batch size and monitoring loss using Trainer API.

AutoScout24 Car Price Prediction

Jun 2024 – Aug 2024

Domain: **Machine Learning** | Tools: **Python, Scikit-learn, Pandas, Matplotlib, Seaborn**

- Cleaned and processed 15,000+ car listings; engineered features and handled outliers to boost data quality.
- Trained Linear, Ridge, and Lasso models; achieved 0.896 R² using Grid SearchCV for hyperparameter.
- Evaluated with RMSE, MAE, adjusted R²; boosted accuracy ~22% using regularization techniques effectively.

EDA on Swiggy Dataset

Aug 2023 – Nov 2023

Domain: **Data Analysis** | Tools: **Python, Pandas, Matplotlib, Seaborn, Plotly**

- Analyzed 3,000+ Swiggy records to find top food categories, peak times, improving targeting by 15%.
- Created 5+ visualizations with Matplotlib, Seaborn to reveal trends, improving customer behavior insights.
- Built models with 70% accuracy for forecasting, improving Swiggy's planning, resource allocation efficiency.

SUMMER TRAINING

Machine Learning & Data Science (Geeks for Geeks)

Sep 2024 – Jan 2025

Domain: **Data Science** | Tools: **Python, Pandas, NumPy, Scikit-learn, TensorFlow, SQL**

- Applied supervised and unsupervised learning on real-world data, emphasizing classification and clustering.
- Built predictive models with Scikit-learn and TensorFlow, improving performance via hyperparameter tuning.
- Built data pipelines with Pandas and SQL for efficient preprocessing and model training.

CERTIFICATES

- Static Routing Configuration Using Packet Tracer | [Coursera](#) April 2024
- The Bits and Bytes of Computer Networking | [Coursera](#) April 2023
- SQL for Data Science | [Great Learning](#) Feb 2023

ACHIEVEMENTS

- **Prompt Engineering – Coding Expert** Sep2024
Achieved high accuracy in coding and knowledge assessments, consistently earning top feedback ratings
- **AR Filter Development – Reskill Certification Program** Jan 2023
Completed Reskill Certification Program by developing interactive AR filters using Spark AR Studio.

EDUCATION

- **Lovely Professional University** Punjab, India
Bachelor of Technology - Computer Science and Engineering Aug 2022 – Present
- **Aditya Junior College** Bhimavaram, Andhra Pradesh
Intermediate Jun 2020 – May 2022
PCM
- **Aditya School** Bhimavaram, Andhra Pradesh
Matriculation July 2019 – Apr 2020