

# ANUROOP ROY

B.Tech 4th year | Student

A Data Science enthusiast. Trying to find connection between philosophy and science.



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## EDUCATION

### B.Tech Computer Science KIIT Deemed to be University

10/2021 - 08/2024

7.48/10

### 12th

Somerville School, Greater Noida

04/2020 - 04/2021

83.6%

### 10th

Somerville School, Greater Noida

04/2018 - 04/2019

94.8%

## INTERNSHIP EXPERIENCE

### Data Scientist Celebal Technologies

06/2024 - 08/2024

Remote

Achievements/Tasks

- **Enhanced customer segmentation** by developing a robust RFM model, resulting in **40% increase** in targeted marketing campaign effectiveness.
- **Developed predictive models** to forecast revenue accurately for the next 6 and 9 months, achieving a **R2 Score of 0.90**
- **Enabled data-driven decision-making** by providing actionable insights on **revenue trends**, informing business strategies.
- **Integrated the model with web app** using **Flask** server and hosted on AWS.

### Field Quality Engineer LG Electronics

05/2024 - 07/2024

Noida

Achievements/Tasks

- **Analyzed field data** from over various LG products to identify **trends in service defects**.
- Forecasted a **21% reduction** in service calls for RAC products by implementing **data-driven trend analysis**, potentially saving the company.

### Data Analyst YoShops

08/2023 - 10/2023

Remote

Achievements/Tasks

- Conducted **data analysis** on **retail** and **e-commerce** data using **Microsoft PowerBI**.

## SKILLS

Machine Learning

Deep Learning

Neural Networks

SQL

Python

Tensorflow

MongoDB

Database Management

Exploratory Data Analysis

Sentiment Analysis

Shell Scripting

Scikit-Learn

Data Pipelines

GCP

Big Query

Customer Segmentation

PowerBI

Modular Programming

Flask

MS Excel

R Programming Language

## PERSONAL PROJECTS

Student Performance Predictor (01/2024 - 02/2024)

- **Developed a comprehensive student performance prediction web application.** Utilized **React.js** and **Tailwind CSS** for a visually appealing user interface and **Python FastAPI** for a robust backend.
- **Implemented a machine learning model ensemble.** Employed a combination of **eight regression algorithms** including **Decision Tree Regressor** and **KNN Regressor** to accurately predict students' math scores based on various factors such as reading score, writing score.

Built a CNN for classifying different categories of fruits using fruits (01/2024 - 02/2024)

- The model achieved **Test Accuracy** of **93.14%**.

Text Analysis of articles from different websites using BeautifulSoup (11/2023 - 11/2023)

- Conducted **sentiment analysis** and predicted various scores of various articles from different websites by performing **web scraping using BeautifulSoup**.

## CERTIFICATES

Introduction to Business Analytics with R (07/2024 - 09/2024)

Introduction to Business Analytics with R : Communicating with Data (07/2024 - 09/2024)

Google Cloud Big Data and Machine Learning Fundamentals (05/2024 - 05/2024)

Data Science Foundations (07/2023 - 08/2023)

ETL and Data Pipelines with Shell, Airflow and Kafka (06/2023 - 06/2023)

Linux Commands and Shell Scripting Essentials (06/2023 - 06/2023)

Querying databases with SQL (06/2023 - 06/2023)