Ajit Dixit

ajitdixit412@gmail.com | LinkedIn | GitHub | LeetCode | Portfolio | +91 8595545210

Education

B.Tech in Computer Science, VIT Bhopal   *Oct 2022 – Present*

Experience

Data Analytics Intern — KL LAB   *May–Jul 2024 | Remote*

- Orchestrated the build and enhancement of 4+ interactive dashboards using SQL, Power BI and Excel; this accelerated KPI monitoring, and trimmed monthly reporting cycles by 30% through workflow automation.
- Revolutionized data workflows by implementing automated solutions for 3 critical data pipelines, increasing data processing speed by 20% and positively impacting decision-making across the organization.
- Governed 100K+ row datasets, upholding 99% data integrity within analytics pipelines, which consequently strengthened the consistency of downstream reporting and machine learning workflows.

Projects

UPI Fraud Prediction System   *Python, ML,UI/UX*
GitHub | Live Demo

- Developed a machine learning pipeline to detect fraudulent UPI transactions using 10,000+ data points, achieving a 92% accuracy rate.
- Pioneered advanced feature development focused on transaction frequency and temporal patterns, boosting anomaly detection capabilities; this resulted in a 0.05 increase in the model's F1-score performance.
- Deployed and integrated the model using FastAPI for real-time inference, reducing false positives by 15% and enhancing trust and security in transaction-screening workflows.

SMS Spam Classifier   *Python, Machine Learning, NLP*
GitHub

- Built an end-to-end SMS spam detection system using Natural Language Processing (NLP) techniques and supervised machine learning models to classify messages as spam or ham.
- Performed text preprocessing including tokenization, stopword removal, stemming, and TF-IDF vectorization to transform raw SMS data into meaningful features.
- Trained and evaluated multiple classifiers (Naive Bayes, Logistic Regression), achieving high classification accuracy and improved precision-recall balance for spam detection.
- Implemented the complete ML pipeline in Python using libraries such as Pandas, NumPy, Scikit-learn, and NLTK, enabling scalable and reproducible model training.

Meta Ads Performance Dashboard   *Power BI, DAX, Excel, Meta Ads Manager*
GitHub

- Spearheaded the development of an advertising analytics dashboard in Power BI for cross-platform Facebook & Instagram campaigns, tracking 339K+ impressions and 40K+ clicks for enhanced reporting capabilities.
- Engineered and implemented 15+ DAX measures to quantify revenue, margins, YoY growth, and operational KPIs, enabling data-driven optimization.
- DAX measures to monitor CTR, CPC, CPM, conversions, audience segments, and ROAS, and delivered drill-down analyses that identified underperforming creatives and informed strategic budget reallocation to improve campaign ROI.

Skills

Data Analysis & Visualization: Power BI, DAX, Excel, Pandas, NumPy, Seaborn, Matplotlib, Data Visualization
Programming & Database: Python, SQL, C++, Git, VS Code, Data Structure and Algorithms.
Data Engineering & Modeling: Data Cleaning, EDA, Machine Learning, Feature Engineering, Data Modeling, ETL Processes, Data Warehousing, NLP
Web Development Tools: HTML, CSS, JavaScript, React JS, MongoDB, Postman, Tailwind, REST APIs, JWT
Analytics Techniques: KPI Design, Reporting, Statistical Analysis, A/B Testing, Regression Analysis, Hypothesis Testing.

Certifications

- Data (Level 1) – AI Fundamentals (ASCEND) — Accenture
- Introduction to SQL - Simplilearn Skill UP
- Power BI Workshop — Office Master