Jayesh Prasad Anandan

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Education

Indiana University - Bloomington, Indiana May 2024
Master of Science in Data Science *GPA: 3.97/4.00*
Anna University - Chennai, India May 2020
Bachelor of Engineering in Electrical and Electronics Engineering *GPA: 8.62/10.00*

Skills

Programming Languages: **Python**, R, Java, C, C++, HTML, **MySQL, PostgreSQL**
Frameworks and Libraries: Keras, Tensorflow, PySpark, Pytorch, Pandas, Shiny, NumPy, Matplotlib, Scikit-Learn
Tools: **AWS Cloud**, Lambda, Sagemaker, EMR, Apache Airflow, Alteryx, SAS, **Tableau**, Git, **Google Cloud**, BigQuery
Certifications: Deep Learning Specialization, Machine Learning, Associate Data Scientist, Google Analytics, AWS ML

Experience

Marketing Data Analyst | Indiana University, Bloomington | *Part-Time* April 2023 – May 2024
- Achieved comprehensive tracking of marketing campaign metrics across all 10 Indiana University campuses using Google Analytics, Google Tag Manager, and Google Search Console, resulting in enhanced insights for targeted marketing strategies
- Communicated industry trends and suggested opportunities to enhance student admissions, site quality, and engagement, improving overall campus experiences
- Developed comprehensive dashboards using Looker Studio and Tableau by leveraging collected metrics, significantly bolstering the University's marketing efforts
- Implemented an innovative strategy for efficiently updating and managing over 500 tags and triggers within Google Tag Manager, ensuring a seamless migration process across multiple campus websites during a domain migration, enhancing operational efficiency
- Engineered an automated data extraction system for the domain migration of approximately 750 campus websites using Selenium, Python, and Microsoft Excel, resulting in a 65% reduction in reporting time, streamlining processes

Data Engineer | TATA Consultancy Services Limited, Chennai, India | *Full-Time* November 2020 – July 2022
- Developed an AWS-based ETL pipeline, orchestrated with PySpark and Apache Airflow, and implemented CI/CD, enabling efficient dashboard creation and data trend communication, improving project management effectiveness
- Accelerated data retrieval and writing speeds of the target database by 68% using Python, significantly reducing the time between data transfers, enhancing overall efficiency
- Automated the generation of metadata using Python for our metadata-driven framework for data ingestion to AWS Cloud using Amazon EMR and EC2, reducing ingestion time by 23%, optimizing data processing
- Motivated a team of 5 Junior Data Engineers, fostering collaboration to drive effective teamwork, resulting in a 30% reduction in project timelines, enhancing productivity

Machine Learning Project Intern | TATA Consultancy Services Limited, Chennai | *Full-Time* December 2019 – April 2020
- Pioneered a Mobile Application for Object detection of Designs and Patterns in Textile Materials using Tensorflow
- Innovated a cutting-edge Language Generator model to automatically generate tailored user stories, leading to personalized stories and a 21% increase in customer satisfaction, enhancing user engagement
- Formulated a surveillance application to detect exam malpractice from CCTV footage using PoseNet, improving security and integrity during examinations

Projects

Psychological Feature Space using Vision Transformers | *Python, Keras, Computer Vision* April 2024
- Trained and fine-tuned ensemble of 10 deep learning model architectures, including DenseNet and Vis-Transformers
- Predicted Multi Dimensional Scaling (MDS) values through Image Classification and achieved an average correlation coefficient of 50% across 8 MDS Dimensions to understand human categorization

Retail Sales Prediction using Amazon Web Services | *AWS SageMaker, AWS Lambda, AWS Quicksight* May 2023
- Launched a machine learning-based application that predicts with 98.21% the retail sales of an enterprise with the help of XGBoost algorithm implemented using AWS Sagemaker and its own hyperparameter tuning job
- Deployed the model as an API using AWS Lambda with API Gateway and visualized the data using AWS Quicksight

Polycystic Ovary Syndrome Prediction using Classification Models | *Pandas, Scikit-learn* December 2022
- Diagnosed whether an individual is affected by Polycystic Ovary Syndrome (PCOS), based on the data collected from 10 different hospitals in Kerala, India using ensemble machine learning models
- Achieved the best prediction accuracy of 97.64% and F-1 Score of 95.3% using Random Forest Classifier Model