

Jayesh Prasad Anandan

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EDUCATION

Indiana University - Bloomington, Indiana

May 2024

Master of Science in Data Science

Current GPA: 3.97/4.00

Anna University - Chennai, India

May 2020

Bachelor of Engineering in Electrical and Electronics Engineering

Cumulative GPA: 8.62/10.00

SKILLS

Programming Languages: Python, R, Java, C, C++, HTML, MySQL, PostgreSQL

Frameworks and Libraries: Keras, Tensorflow, PySpark, Pytorch, Pandas, NumPy, Matplotlib, Scikit-Learn

Tools: AWS Cloud, Lambda, Sagemaker, EMR, Apache Airflow, SAS, Tableau, Git, Google Cloud, BigQuery, Vertex AI

Certifications: Deep Learning Specialization, Machine Learning, SAS Visual Analytics, Google Analytics

EXPERIENCE

Indiana University, Bloomington | *Part-Time Marketing Data Analyst*

April 2023 – Present

- Track several marketing campaign metrics across all 10 Indiana University campuses using Google Analytics and Google Tag Manager
- Communicate industry trends and suggested opportunities to enhance student admissions, site quality, and engagement for various schools across campuses
- Leverage the collected metrics to develop comprehensive dashboards using Looker Studio to assist the University's marketing efforts
- Implement 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

TATA Consultancy Services Limited, Chennai, India | *Data Engineer*

November 2020 – July 2022

- Built an AWS-based ETL pipeline, orchestrated with PySpark and Apache Airflow, and implemented CI/CD for efficient project management, enabling dashboard creation and data trend communication
- Accelerated the data retrieval and writing speeds of the target database by 68% using Python, reducing the time significantly between data transfers
- Automated the generation of metadata using Python for our metadata-driven framework for data ingestion to AWS Cloud using Amazon EMR and EC2 reducing time taken for ingestion by 23%
- Motivated a team of 5 Junior Data Engineers, fostering collaboration to drive effective teamwork, resulting in a 30% reduction in project timelines

TATA Consultancy Services Limited | *Machine Learning Project Intern*

December 2019 – April 2020

- Pioneered a Mobile Application for Object detection of Designs and Patterns in Textile Materials using Tensorflow
- Engineered a cutting-edge Language Generator model to automatically generate tailored user stories, leading to personalized stories and a 21% increase in customer satisfaction
- Formulated a surveillance application to detect exam malpractice from CCTV footage using PoseNet

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, Lambda, 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 models
- Achieved the best prediction accuracy of 97.64% using Random Forest Classifier Model