

Jayesh Prasad Anandan

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EDUCATION

Indiana University - Bloomington, Indiana <i>Master of Science in Data Science</i>	May 2024
Anna University - Chennai, India <i>Bachelor of Engineering in Electrical and Electronics Engineering</i>	May 2020 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 <i>Part-Time Marketing Data Analyst</i>	April 2023 – Present
<ul style="list-style-type: none">Track several marketing campaign metrics across all 10 Indiana University campuses using Google Analytics and Google Tag ManagerCommunicate industry trends and suggested opportunities to enhance student admissions, site quality, and engagement for various schools across campusesLeverage the collected metrics to develop comprehensive dashboards using Looker Studio to assist the University's marketing effortsImplement 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 <i>Data Engineer</i>	November 2020 – July 2022
<ul style="list-style-type: none">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 communicationAccelerated the data retrieval and writing speeds of the target database by 68% using Python, reducing the time significantly between data transfersAutomated 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 <i>Machine Learning Project Intern</i>	December 2019 – April 2020
<ul style="list-style-type: none">Pioneered a Mobile Application for Object detection of Designs and Patterns in Textile Materials using TensorflowEngineered a cutting-edge Language Generator model to automatically generate tailored user stories, leading to personalized stories and a 21% increase in customer satisfactionFormulated a surveillance application to detect exam malpractice from CCTV footage using PoseNet	

PROJECTS

Psychological Feature Space using Deep Neural Networks <i>Python, Keras, Transformers</i>	December 2023
<ul style="list-style-type: none">Trained and fine-tuned ensemble of 10 deep learning model architectures, including DenseNet and Vis-TransformersDerived MDS values for Image Classification and achieved an average correlation coefficient of 40% across 8 Dimensions	
Retail Sales Prediction using Amazon Web Services <i>AWS SageMaker, Lambda, Quicksight</i>	May 2023
<ul style="list-style-type: none">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 jobDeployed 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 <i>Pandas, Scikit-learn</i>	December 2022
<ul style="list-style-type: none">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 modelsAchieved the best prediction accuracy of 97.64% using Random Forest Classifier Model	