Jayesh Prasad Anandan

(812)-803-9027 jayash.prasad8@gmail.com jayashprasad8.github.io jayeshprasad28 Bloomington, IN

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, NumPy, Matplotlib, Scikit-Learn
Tools: **AWS Cloud**, Lambda, Sagemaker, EMR, Apache Airflow, SAS, **Tableau**, Git, **Google Cloud**, BigQuery
Awards: 2nd Place - Grant Thornton-IDEA, Star of the Month Award, On the Spot Award, Best Student Award
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
- Tracked several marketing campaign metrics across all 10 Indiana University campuses using Google Analytics, Google Tag Manager and Google Search Console
- Communicated industry trends and suggested opportunities to enhance student admissions, site quality, and engagement for various schools across campuses
- Leveraged the collected metrics to develop comprehensive dashboards using Looker Studio and Tableau to assist 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
- 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

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 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

Machine Learning Project Intern | TATA Consultancy Services Limited | *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
- 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, 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