

# Jayesh Prasad Anandan

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## EDUCATION

**Indiana University - Bloomington, Indiana**

*Master of Science in Data Science*

May 2024

GPA: 3.97/4.00

## SKILLS

Programming Languages: **Python**, R, Java, C, C++, HTML, **MySQL**, **PostgreSQL**, PL/SQL, JavaScript, Bash, Linux Shell

Frameworks and Libraries: Spark, **PySpark**, Keras, Tensorflow, Hadoop, Hive, Pytorch, Pandas, NLTK, NumPy, Matplotlib

Tools: **AWS Cloud**, Redshift, Glue, EMR, Airflow, Alteryx, SAS, **Tableau**, **Power BI**, Git, **Google Cloud**, BigQuery

Certifications: **AWS Data Engineer**, **Alteryx Designer Core**, Deep Learning, Machine Learning, **AWS ML**, **GCP ML**

## EXPERIENCE

**Data Scientist - Volunteer** | Project 990 Inc. | *Full-Time*

August 2024 – Present

- Enhanced the data ingestion pipeline using a Python package to resolve downstream data quality issues in Alteryx Workflow, resulting in a 47% improvement in data quality, enabling more accurate analytics and reporting
- Implemented a data pipeline for ingesting terabytes of data into a relational database, optimizing processes and reducing ingestion time by 32%, ensuring faster data availability for critical business operations

**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
- 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
- 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
- Developed comprehensive dashboards using Tableau and Looker Studio by leveraging collected metrics, significantly bolstering the University's marketing efforts
- Analyzed industry trends and suggested opportunities to enhance student admissions, site quality, and engagement, improving overall campus experiences

**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 financial data using 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