KOLAVENNU HIMAJA

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Education

Bachelor of Technology – CSE, AI & ML Specialization (Bhopal, Madhya Pradesh)   Jul 2021 – Jun 2025
Vellore Institute of Technology | CGPA – 8.1

Experience

Database Associate [Cosmic360.ai]
- Managed and updated project databases, ensuring data accuracy and improving workflow efficiency. Implemented process improvements that enhanced data retrieval and usability.
- Worked closely with product and engineering teams to align data processes with business objectives, streamlining implementation and issue resolution.
- Conducted root cause analysis for data inconsistencies and optimized reporting structures. Provided actionable insights through weekly reports, facilitating informed decision-making.

Business Analyst Intern [SmartInternz]
- Leveraged Qlik Sense to perform business analytics, creating insightful dashboards to drive data-driven decision-making.
- Cleaned and transformed raw data from multiple sources to improve visualization accuracy and streamline analytical workflows.
- Conducted in-depth social media analysis to identify trends, optimize marketing strategies, and enhance user engagement.

Marketing & Business Growth [Plexora]
- Conducted in-depth market research and performed competitive analysis to identify industry trends, customer behaviour, and market gaps, leading to data-driven marketing strategies.
- Designed, developed, and implemented go-to-market (GTM) strategies that enhanced customer acquisition, improved brand positioning, and significantly contributed to overall business growth.
- Analyzed marketing performance metrics and optimized campaigns through A/B testing.

Projects

Good Samaritan Tracker
Python, Geopy, Scikit-learn
- Developed and tested a **predictive machine learning model** using Scikit-learn to analyze real-time data from safety gadgets, achieving **87% accuracy** in emergency prediction. Conducted **performance testing** and optimized the model using **Grid Search CV** to enhance efficiency. Implemented and validated a **geolocation tracking mechanism** with GPS and GSM technologies, ensuring **95% accuracy** in location data retrieval and real-time monitoring on interactive maps.

Social media trends analysis
Python, Matplotlib, PyTorch
- Utilized Python to analyze and validate social media data, ensuring **consistency and accuracy** in trend analysis. **Developed and tested** interactive dashboards using Tableau and Matplotlib to verify data visualization reliability. Designed and executed test cases for **data preprocessing**, improving the quality of insights. Conducted **regression testing** on datasets, identifying inconsistencies and optimizing data models for better predictions.

Mental Health Analysis through Speech Emotion Recognition
Python, NLP, Google Text-to-Speech API
- Developed and tested a mental health analysis tool **using NLP and speech emotion recognition** to identify emotions from chat and audio interactions. Conducted functional and regression testing to ensure model accuracy, **achieving a 35% improvement** in early detection of emotional distress. Integrated the system with telehealth platforms, validating seamless functionality for personalized therapy recommendations and early intervention strategies.

Job stimulations

- Business Analysis, Forage
- Deloitte-Data Analysis, Forage

Co - Curricular

- **Research Paper:** Led the research and presented findings at ICSEE'24 on "Computer Vision-based Crop Height Estimation using Contour Detection Technique," demonstrating expertise in project planning, data analysis, and technical research execution.
- **Hackathons:** Actively participated in high-impact innovation events like Advitya'24 and AMEX Makeathon, contributing to project ideation, solution development, and cross-functional team collaboration under tight deadlines.
- **Girl Script Summer of Code (GSSoC'24):** Mentored a team of budding developers, providing strategic guidance on project development, risk management, and technical execution, ensuring successful project completion and skill enhancement for participants.
- **Community Lead:** Spearheaded the planning and execution of large-scale club events, managing logistics, vendor relations, and financial planning for events with 600+ attendees, ensuring seamless project delivery and satisfaction.

Skill Summary

- **Technical Skills**: SQL, Python, MySQL, Microsoft Excel, Tableau, Power BI, Data Analysis, Statistical Analysis
- **Frameworks & Tools:** Scikit-learn, NumPy, Pandas, Microsoft SQL Server, Qlik View, matplotlib
- **Business & Analytical Skills**: Market Research, GTM Strategies, A/B Testing, Reporting & Visualization