

EDUCATION

Data Analyst

Noida, India

Bachelor of Technology

KCC Institute of Technology and Management,
Greater Noida

Aug 2018 – July 2022

CGPA: 7.73

EXPERIENCE

CollegeDunia Web

(Gurugram - ON SITE) April 2023 – ongoing

Data Analyst

- Developed a system to accurately detect AI-generated content by distinguishing it from human-written text
- Collected diverse data from multiple sources, fine-tuned a BERT model, and extracted key features to enhance detection capabilities.
- Achieved 97% accuracy, demonstrating the model's reliability in identifying AI generated content. This system provides a robust solution for content verification and authenticity.
- The project aimed to streamline the review approval process by automating various checks, thereby saving time and improving efficiency
- Implemented a review approval script that conducts checks for generic content, gibberish, user profile authenticity, LinkedIn verification, detection of AI content, and similarity against databases and web sources. The script was developed using python and it's libraries.
- Successfully developed a review approval script that significantly reduced manual review efforts by half. With an accuracy rate of 70%, the script not only improved efficiency but also minimized the manual labor of analyzing reviews, maintaining satisfactory review quality
- Tech Used: **Python | NLP | ML | Excel | Pandas | MySQL**

Analytics Vidhya

User Segmentation

(Gurugram - ON SITE) May 2022 – March 2023

- Employed SQL queries to extract relevant customer data from Hive, ensuring data accuracy and integrity for segmentation analysis.
- Leveraged Python for data mapping processes, transforming raw customer data into actionable insights for segmentation analysis. Created Python scripts to assess the relevance of daily email communications for each customer cluster. Analyzed user-based responses to optimize email targeting strategies.
- Implemented insights gained from data analysis and script outputs to refine the segmentation approach, achieving significant improvements in customer value maximization and overall business outcomes.
- Tech Used: **Python | Excel | Pandas | MySQL**

TECHNICAL PROJECTS

Exploratory Analysis of Covid-19' India | (TechStacks: Python | SQL | Excel)

- Conducted exploratory data analysis of COVID-19 in India to extract data-driven insights and trends, establishing KPIs based on severity and recovery rates.
- Utilized Pandas and JSON for data retrieval from APIs, ensuring comprehensive data cleaning for accurate analysis.
- Performed thorough data analysis using SQL and designed Excel-based schemas to enhance data organization, ultimately designing an innovative, dynamic dashboard with slicers, pivot tables, and charts for visualizing COVID-19 insights and comparing key parameters across different timeframes.

Movie Recommendation Model | (TechStacks: Python | NLP | Streamlit | Sci-kit Learn)

- Developed a web-based recommendation model using machine learning algorithms to efficiently suggest the top 5 most relevant movies aligned with user preferences for overview, genre, cast and crew.
- Utilized Scikit-Learn, nltk, and Pandas libraries to execute comprehensive data pre-processing and model building.
- Created a data-driven web app using Streamlit and request libraries, enhancing recommendation accuracy with cosine similarity.

ACHIEVEMENTS

Recognized Employee of quarter Q1 (April-June 2024) for dedication and hardwork.

SKILLS

- **Skills:** Microsoft Excel, Python, MySQL, Pandas, EDA, Google Analytics, Data Cleaning, Dashboard, Web Scraping, Selenium
- **Tools:** Git, GitHub, Vscode, Tableau, PowerBI, Alteryx