

# LAKSHYA GUPTA

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## SUMMARY

Currently pursuing a Master's degree in Computer Science at Indiana University, Bloomington, with a strong background in software development, data structures, and algorithms. Proficient in Python, SQL, and AWS Cloud. Seeking roles where I can apply my skills and grow as a professional, contributing to innovative solutions for real-world challenges.

## EDUCATION

### INDIANA UNIVERSITY, BLOOMINGTON

Master of Science in Computer Science

Bloomington, IN

Aug 2024 - May 2026

Coursework: Applied Machine Learning, Applied Algorithms, Big Data Applications, Software Engineering – I.

### GGSIU

Bachelor of Technology in Computer Science

New Delhi, India

Aug 2020 - Jul 2024

Grade- 8.05/10

## TECHNICAL SKILLS

**Languages and Frameworks:** Python, Hadoop, Anaconda, Streamlit

**Cloud Technologies :** AWS, CI/CD, AWS Sagemaker, EC2

**Machine Learning & Data Science:** NumPy, Pandas, Scikit-learn, TensorFlow, Computer Vision, PySpark

**Databases :** PostgreSQL, MySQL, SQLite3

**Libraries/Platforms/Tools:** Jupyter Notebook, Visual Studio, Git, Power BI

**Operating Systems & Platforms:** Linux

## ACADEMIC PROJECTS

### EDUNEXUS AI

Nov 2024

*Developed during Luddy Hackathon 3.0, Indiana University*

- Built a user-friendly interface using Streamlit to process natural language requests and display query results seamlessly.
- Optimized SQL queries for efficient data retrieval and updates in a backend SQLite database.
- Implemented natural language processing for converting user inputs into structured SQL queries and intelligent error handling for robust performance.
- Collaborated on integrating AI agents (Ollama, Qwen2.5) for automated query generation and resolution.
- Employed Python-based tools for frontend development, database integration, and API communication.

## WORK EXPERIENCE AND FREELANCE PROJECTS

### DATA-DRIVEN CONSUMER SEGMENTATION

Jan 2024 – May 2024

- Analyzed platform-specific data to categorize customers based on online behavior. Examined browsing history, search patterns, and webpage interaction times. Using Scikit learn, Python with Pandas and NumPy, TensorFlow, SQL.
- Assimilated past purchase behavior, engagement metrics, and demographic information.
- Identified cost-effective methods for client acquisition, reducing expenses through targeted campaigns.
- Specialized in crafting campaigns for lookalike audiences in high-conversion segments.

### PRECISION MARKETING STRATGY FRAMEWORK

Sep 2023 – Dec 2023

- Managed data collection, segmentation, and personalization process developing an analytical paradigm using Sci-kit learn, Python, Pandas, and NumPy to target consumers based on past behavior and preferences.
- Designed recommendation systems using platform-specific behavior and predictive models, integrating diverse datasets including user data, macroeconomic and socioeconomic indicators.

## KEY ACHIEVEMENTS

- Led a team of 35 people while serving as the president of the college dramatics society (2023-2024).
- Led a team of 10 in community service initiatives, organizing cleanliness drives and awareness campaigns (2022).