

Likhitha DHANARAJU

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PERSONAL PROFILE

Analytical thinker with experience in **management consulting and e-commerce** with a track record of leading high-quality projects and bringing technical expertise in Python, SQL, and Excel. Eager to continue learning and contribute to a data-driven team for informed decision-making.

EDUCATION

EDHEC Business School

Lille, France

MSc in Data Analytics and Artificial Intelligence

Jul 2023 - Dec 2024

- Cumulative GPA: 15.45/20 (Top 5% of the batch)
- Relevant coursework: Data Visualisation with Power BI, Web Analytics, Data Mining, Machine Learning.
- Master thesis: SmartAssist: Intelligent chatbot to enhance user shopping on e-commerce websites.

National Institute of Technology Karnataka

Surathkal, India

Bachelor of Technology in Mechanical Engineering

Aug 2017 - May 2021

- Cumulative GPA: 8.63/10 (Top 15% of the batch)
- Relevant coursework: Data Analytics - Business Decision Making, Marketing Analytics, Forecasting Models.

SKILLS AND LANGUAGES

- **Tools:** MS Office (Excel, VBA, PowerPoint), Power BI, Tableau, AWS, Google Cloud, Azure, Git, Jira
- **Programming:** SQL (Databricks, Snowflake), Python (pandas, Django, PyTorch, TensorFlow, Keras), HTML, CSS
- **Languages:** English (Native), French (Elementary), Korean (Intermediate), Kannada (Native)

WORK EXPERIENCE

ZS Associates (Management consulting company with \$3 billion annual turnover)

Pune, India

Decision Analytics Associate Consultant

Jun 2021 - Jul 2023

- Built a robust **optimisation model** integrated with existing data pipeline to re-identify high-value targets every quarter, focusing on quality management, leading to an increase in sales of 15%.
- Devised a collaborative **customer targeting strategy** and a territory design revamp for multiple teams to add a newly launched biosimilar of a 20+ billion-dollar competitor drug to the portfolio.
- Revamped and executed **territory management** using the company's in-house software to maximise penetration within customer segments, leading to a quarterly 30% increase in revenue.

Vectorised AI Labs (Startup with Visual AI SaaS platform for fashion e-commerce)

Virtual (India)

Computer Vision Intern

May 2020 - Jul 2020

- Conceptualised an algorithm for **automatic data collection** from various web sources using Django REST Framework, integrating with Labelling for annotation, increasing the efficiency of the process by 75%.
- Engineered a **custom image captioning model** to generate descriptions for fashion product images of 10+ categories, with an accuracy of 80% with the original descriptions of products.

Dumla Inc (Startup for inventory optimisation in retail stores)

Virtual (US)

ML/AI Development Intern

Jan 2020 - Mar 2020

- Optimized **SSD models for detecting** empty shelf spaces and identifying product labels in a custom dataset of 3K+ images in supermarket aisles with 95% accuracy.
- Deployed the model in a **Docker container** and tested the data using curl requests, allowing real-time monitoring with an inference time of 5 seconds per image.

Indian Institute of Science (Public, Deemed, Research institute)

Bangalore, India

Analytics Research Intern

May 2019 - Jul 2019

- Enhanced training data quality by increasing the density of 3D model data points custom Python script.
- Improved the **VoxelNet model for 3D object recognition**, achieving 82% accuracy in prediction.
- Designed web-based **augmented reality using AR.js and A-Frame**, enabling users to access features similar to those on Google ARCore apps with 30% faster loading times.