

EDUCATION

ABES Institute of Technology, Ghaziabad.
B-TECH in Computer Science and Artificial Intelligence

July 2021 - July 2025
75%

TECHNICAL SKILLS

Languages: Python, Java, SQL

Front-end: HTML, CSS, JavaScript

Backend-end: Django

Database: SQL

Other skills: Python, Machine learning, Advanced MS Excel, Power BI, Data Cleaning, Statistic analysis, Data Visualization, Web Scraping, Problem-solving, OOPs, Git-hub, Communication, Report-making and presentations.

Python: NumPy, Pandas, Matplotlib, Seaborn, SciPy, Sci-kit-learn, Selenium.

INTERNSHIP

Data Visualization intern, Anudeep Foundation.

July 2024 - Sep 2024

- Developed interactive dashboards and reports using Power BI, enabling data-driven decision-making by visualizing complex datasets.
- Utilized Python, Excel, and SQL for data extraction, transformation, and analysis, streamlining data processes and creating insightful visualizations.
- Enhanced business insights by creating customized visualizations and automated reporting solutions, improving overall efficiency and data accessibility.

PROJECTS

Job Recommendation System (NLP, Sci-kit-learn, Django, HTML, CSS)

Nov 2024 -Jan 2025

- Developed a job recommendation system that fetches job opportunities from various online platforms based on a user's uploaded resume.
- Utilized Sci-kit-learn to implement machine learning models and text processing.
- Leveraged NLP techniques and latent Semantic Analysis (LSA) to analyze and match user's resumes with job descriptions.
- Applied ontology-based approaches and cosine similarity to identify the best-fit job recommendation.

A/B Testing and Campaign Performance Analysis (Pandas, NumPy, Sci-kit-learn)

Dec 2024 – Jan 2025

- Conducted a comprehensive A/B testing project to evaluate and optimize marketing campaign performance.
- Analyzed user engagement matrices across control and test campaigns, including website clicks, content viewed, and purchases.
- Derived actionable insights by comparing conversion rates and sales effectiveness of campaigns using advanced data visualization and statistical analysis tools like Matplotlib and Pandas.
- Recommended campaign-specific strategies for targeted product marketing and audience engagement, leading to improved decision-making for marketing efforts.
- Designed visually impactful charts, such as scatter plots and sunburst diagrams, to communicate findings effectively.

Clothing Store Sales Analysis (Adv Python, Excel)

Sep-2024 – Oct 2024

- Developed an annual sales report, increasing store productivity by 80%.
- Identified top-performing months and channels contributing to maximum sales using bar charts
- Analyzed customer demographics, including gender-based purchasing trends.

CERTIFICATIONS

- Data Analytics and Visualization- Anudeep Foundation
- Core Java and Object-Oriented Programming- ABESIT

INTERESTS: Problem Solving, Exploring new fields.