

Niveditha Channapatna Raju

Phone: 201-993-0591 | Email: niveditha.cr.9@gmail.com | LinkedIn: <http://www.linkedin.com/in/niveditha-cr/>

EDUCATION

NEW JERSEY INSTITUTE OF TECHNOLOGY

Masters in data science - Computational track (Expected Graduation - May 2024)

GPA: 3.75/4.0

Relevant Coursework: Machine Learning | Deep Learning | Data Mining | DBMS | Big Data | Data Analytics with R | Applied Statistics

EXPERIENCE

CAREER DEVELOPMENT SERVICES (NJIT)

Mentor (Feb 2023)

- Assist mentees with job searching, LinkedIn profile upkeep, resume and cover letter reviews, and mock interviews.
- Organize workshops with the team and provide tutorials for Handshake and other CDS services.

THE MATHCOMPANY PVT LTD

Analyst (May 2021 – July 2022)

- Developed Airflow DAGs for Retail Industry Customer Data Consolidation from 12 Sources using API Calls, AWS, and Snowflake.
- Implemented ML models through API calls, Azure, and Power BI for Market mix modeling to analyze the performance of 6 marketing streams.
- Generated data pipeline to integrate sales data of 42 countries using the Azure platform and used PowerBI to compare KPIs for all products.
- Monitored day-to-day deliverables through the delegation of client meetings to discuss project outcomes and future scopes.

SAINT LOUIS UNIVERSITY - (GLOBALSHALA)

Data Analyst Intern (Oct 2021 - Nov 2021)

- Performed exploratory data analysis using Excel, and Tableau on marketing campaigns to eliminate any with a ROI of less than 80%.

THE MATHCOMPANY PVT LTD

Analyst Intern (Jan 2021 - May 2021)

- Forecasted sales for CPG products for the next 12 months through the Optimum Price Simulator deployed on Tableau using time series analysis of the past 2 years data.

PROJECTS

Credit Card Customer Attrition Rate:

- Examined a Kaggle dataset of 10,271 credit card customers based on 21 attributes through exploratory data analysis.
- Evaluated performance of Logistic Regression, Decision Tree, Random Forest, and Light GBM models over 11 metrics.
- Predicted customer churn with 0.91 Recall score and 0.98 ROC-AUC score by tuning Light GBM classification model.

Multi-person Face Recognition from blurred images:

- Enhanced 190 images from Cornell's "The Images of Groups Dataset" using Lucy Richardson with 132 MSE using MATLAB.
- Executed MTCNN for face detection with 98.6% detection rate and compared CNN, Alex net and Modified Alex net models for face recognition.
- Implemented modified Alex Net Model using Machine Learning modeling techniques that recognized multiple face complex data with an accuracy of 95.6%. using Python.

TECHNICAL SKILLS

- **Programming Languages:** Python, R, SQL, C, MATLAB, Scala
- **Data Tools & Frameworks:** Tableau, Snowflake, Power BI, Azure, AWS, Scikit-learn, TensorFlow.

CERTIFICATIONS

- Data Science Specialization - John Hopkins University (Coursera - 10 courses)
- Java - PES IO

VOLUNTEER

COLLEGIATE SOCIAL RESPONSIBILITY CLUB (PES UNIVERSITY)

- Collaborated with 150+ team members at plantation drive, fundraising.