ASHOK KUMAR N

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OBJECTIVE

Aspiring Data Scientist with strong foundation in Python, SQL, and statistical modeling. Experienced in building data pipelines, developing machine learning models, and creating clear visualizations to drive business insights. Passionate about applying analytics and AI to solve challenges in wealth management and banking, while collaborating with stakeholders to deliver impactful and responsible data-driven solutions

EDUCATION

Bachelor of Technology in Artificial Intelligence and Data Science
Gnanamani college of Technology, Namakkal 2022 - 2026

SKILLS

Programming	Python (NumPy, Pandas, Scikit-learn, TensorFlow, Keras, SpaCy), SQL
Machine Learning	Supervised & Unsupervised Learning, Regression, Classification, Clustering
Deep Learning & NLP	Neural Networks, RNNs, Transformers, Text Preprocessing, NER
Data Engineering	ETL, Data Cleaning, Feature Engineering, Pipelines, Agile Collaboration
Data Visualization	Power BI, Matplotlib, Seaborn, Dashboarding(Reports Insights)
Tools	Jupyter Notebook, Git, Advanced Excel (VLOOKUP, Pivot Tables)(Win, Linux)
Databases	MySQL

EXPERIENCE

Machine Learning Intern Aug 2024 -Aug 2024
RND Digital Labs Pvt Ltd Viruthunagar, Tamilnadu

- Improved audience segmentation accuracy by **25%** using K-Means Clustering and PCA, and boosted model efficiency by **30%** through optimized preprocessing with Scikit-learn and NumPy.
- Collaborated in a **4-member Agile team**, actively contributing to sprint reviews and stakeholder discussions to deliver impactful data solutions.

PROJECTS

Credit Card Fraud Detection Github link

- Built a Random Forest model with class weighting on imbalanced data, achieving **98% precision, 93% recall, and 95% accuracy**.

Customer Segmentation using RFM Analysis Github link

- Enhanced targeting strategies by **40%** through RFM-based clustering using Python, Pandas, PCA, and the Elbow Method.

Personalized Credit Card Spend Recommender System Github link

- ERecommended products based on user spending patterns using **cosine similarity**, improving recommendation accuracy by **35%** and increasing engagement for top 10 product suggestions by **25%**.

CERTIFICATES

- Google Data Analytics Certificate - **Coursera** Link
- Microsoft PowerBI for Business Intelligence - **Udemy** Link
- Statistics for Data Science and Business Analysis - **Udemy** Link