

ASHOK KUMAR N

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OBJECTIVE

Aspiring Data Professional with hands-on experience in Python, SQL, and data analytics. Skilled in building and maintaining data pipelines, ensuring data accuracy, and delivering actionable insights. Passionate about process improvement and data-driven decision-making

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

EXPERIENCE

Machine Learning Intern

RND Digital Labs Pvt Ltd

Aug 2024 -Aug 2024

Viruthunagar, Tamilnadu

- Built a marketing segmentation model using **K-Means & PCA**, improving audience identification accuracy by **25%** through effective data preprocessing and actionable insights.
- Optimized **data preprocessing and dimensionality reduction** with Scikit-learn & NumPy, boosting model efficiency by **30%**.

PROJECTS

IPL 2023 Analysis

[Dashboard link](#)

- Built an interactive **Power BI** dashboard to analyze IPL player and team metrics, improving insights by **30%** through data cleaning, KPI visualization, and trend analysis using **Excel** and **Power BI**.

Credit Card Analysis

[Dashboard link](#)

- Developed interactive **Power BI** dashboards by **cleaning and transforming** large datasets using SQL, delivering actionable insights on customer behavior and revenue trends.

Customer Segmentation using RFM Analysis

[Github link](#)

- Achieved a **40% improvement in customer targeting accuracy** by building RFM-based clusters using **Python, Pandas, PCA**, and the **Elbow Method**, enhancing segmentation strategies.

CERTIFICATES

- Google Data Analytics Certificate - [Coursera Link](#)
- Microsoft PowerBI for Business Intelligence - [Udemy Link](#)
- Statistics for Data Science and Business Analysis - [Udemy Link](#)