

HEMA HARSHA VARDHAN PEELA

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EDUCATION

Master of Sciences in Computer Science

Expected Graduation: May 2025

Texas Tech University, Lubbock, Texas

- GPA: 4.00/4.00
- Relevant Courses – Analysis of Algorithms, Software Modelling and Architecture, Advanced Operating Systems, Neural Networks, Computer Organisation and Architecture, Advanced Database Management.
- Awards – TTU Distinguished Graduate Student Award

Bachelor of Technology in Computer Science and Engineering

2019 – 2023

Gayatri Vidya Parishad College of Engineering (Autonomous), India

- GPA: 8.45/10.00
- Relevant Courses – Machine Learning and Deep Learning, Database Management Systems, Data Structures and Algorithms, Artificial Intelligence, Principles of Operating Systems

TECHNICAL SKILLS

Programming Languages: C, Python, Java, C++, C#, R

Web Technologies: HTML, CSS, Bootstrap, JavaScript, PHP, ReactJS, NodeJS, Flask

Operating System: Windows, Basics of Linux

Databases: MySQL, SQL Server, MongoDB

Visualisation Tools: Microsoft PowerBi, Cisco Packet Tracer, Figma.

IDEs: Visual Studio Code, Eclipse, Jupyter Notebook, Atom

Other Technologies: Docker, Git, GitHub

PROJECTS

Garbage Data Filtering in Social Networking Sites | *PySpark, PyArrow, Scikit-learn, pandas, Matplotlib.*

- Developed and deployed a Machine Learning model to detect spam tweets and mitigate hate speech, resulting in a 45% reduction in harmful content and fostering a safer online environment.
- Spearheaded the implementation of the state-of-the-art algorithms, including "Random Forest," "XG Boost," "Decision Tree," and "Spark Naive Bayes," elevating the precision and classification capabilities of the machine learning model by 25%.

Implementation of Block Chain in Financial Sector to improve Scalability | *Ethereum, Django.*

- Implemented robust transaction safeguards, leveraging expertise in security protocols, resulting in a secure and tamper-proof environment. This achievement is well-suited for entry-level roles in computer science with a focus on cybersecurity and system integrity.
- Constructed a highly resilient security solution by integrating cutting-edge features, mitigating potential risks and vulnerabilities, and ensuring robust asset protection in controlled environments; reduced security breaches by 60%.

Customer Segmentation using Machine Learning in R | *GridExtra, Plotrix, NBClust, FactoExtra.*

- Developed and implemented a highly innovative Machine Learning Model that categorises customers, leading to a 30% reduction in customer churn and a 20% increase in customer lifetime value.
- Led the strategic development and execution of a sophisticated K-Means Clustering model, elevating customer satisfaction and loyalty through precise customer classification; the implementation achieved a 40% increase in targeted marketing effectiveness.

Personal Portfolio Website | *HTML, CSS, JavaScript.*

- Executed the design and development of a web application, harnessing the power of HTML, CSS, and JavaScript. By deploying on the web and ensured seamless user interaction and accessibility.

Student Result Analysis Using ReactJS | *ReactJs, Django, Python.*

- Conducted real-time analysis of student performance data, utilising advanced visualisation techniques to provide educational institutions with actionable insights; optimised resource allocation and identified strategies for enhancing student success.
- Optimized web development practices by integrating the Django Framework, resulting in a 50% reduction in maintenance efforts and improved website performance.

CERTIFICATIONS

- **Programming for Everybody – *University of Michigan.***
- **Foundations of User Experience – *Google***
- **Computing in Python – *Edx***
- **Programming Essentials in Python - *Cisco Netacad***
- **The Complete Java Developer Course – *Udemy***
- **Networking Essentials - *Cisco Netacad***
- **AWS Academy Cloud Foundations - *AWS Academy Graduate***

INTERNSHIPS

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|---------------------------------------|-------------|
| ● Linux Automation Virtual Internship | 2022 - 2022 |
| ● AI-ML Virtual Internship | 2021 - 2021 |

EXTRA-CURRICULAR ACTIVITIES

- Streamlined volunteer of Rotaract Club of Gayatri Vidya Parishad by educating 30+ people in rural areas about online banking frauds.
- Institution's Innovation Council 3.0 Club in Gayatri Vidya Parishad.
- Led an innovative project within the Google Developer Student Club at Gayatri Vidya Parishad, empowering 20+ students to collaborate on coding challenges and complete 10+ projects, fostering a good learning environment.
- Spearheaded the Indian Student Association as President, leading a team of 15 members organised cultural events and fundraisers.