

# Prasannajeet Ojha

B.Tech - Computer Science and Engineering  
Specialised in Health Informatics  
VIT Bhopal University, Sehore

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## EDUCATION

- **VIT Bhopal University** 2022 - Present  
*Bachelor of Technology - Computer Science and Engineering (Health Informatics)* GPA: 8.61

## SKILLS

- **Languages:** SQL, Python
- **AI & LLMs:** LangChain, Llama3.2 (local), Streamlit, RAG, Prompt Engineering
- **Product & Prototyping:** User Journey Mapping, Customer, User and Market Research, SDLC, PDLC, PLCM, PRDs, Rapid MVPs, Wireframing
- **Database Visualization:** Power Bi, Matplotlib, Seaborn
- **Databases:** PostgreSQL, MySQL, Oracle
- **Tools:** MS Excel, Jupyter Notebook, VS code, Miro, Notion, Figma
- **Certifications:** Customer Analytics, Figma Design Course, Intro to Front-End, Applied Machine Learning

## PROJECTS

- **ChotuAI – LLM-Powered Retail Assistant for Kirana Stores** 2025  
*Streamlit, Llama3.2 (local), LangChain, PostgreSQL, Python* [Link](#)
  - Designed and built a **natural language assistant for kirana store owners to check inventory** and simplify their daily tasks and life aimed at **replacing pen-paper** + calculator habits with trustable text interaction
  - Simplified onboarding by skipping complex UI or login flows **just type a question and get the answer**, enabling even non-tech-savvy shopkeepers to start using it within minutes.
  - Logged failed queries automatically, so the **assistant can learn** what it didn't understand planning to use these to improve future versions. Also **added personality** (casual tone, Hinglish jokes) to make adoption feel friendly
- **Airtel Customer Churn Analysis** 2024  
*PostgreSQL, Tableau, Python* [Link](#)
  - Orchestrated robust ETL processes in PostgreSQL to transform and **prepare 10,000+ telecom records**, ensuring data quality and readiness for advanced analytics and machine learning
  - Engineered an **84%-accurate Random Forest model to predict 378 likely churners**, unlocking data-driven segmentation and targeted retention initiatives
  - Designed **dashboards**, summarizing key insights and churn predictions, highlighting a **27% churn rate**, enabling the marketing team to easily interpret the data and **implement targeted retention campaigns**

## PUBLICATIONS

- **A SMART WINDOW SYSTEM WITH DYNAMIC SOLAR ENERGY CONTROL** 2024  
*Patent*
  - *Engineered solutions for traditional windows, addressing 30% of heat-related energy use and up to 50% of energy waste*, while mitigating the annual 0.7% rise in energy consumption
  - **Pioneered sustainable solutions**, driving global energy conservation and optimizing building efficiency.

## ACHIEVEMENTS

- **2nd runners up**, Financial Fraud Detection, National Level Rajasthan Police Hackathon, RACCAM 2024
- **1st runners up**, Line Following Robo Race, **fastest** track completion time, Advitya 2024
- **Selected**, into Buildspace Nights & Weekends Season 5 (program for creators & innovators) 2024

## POSITIONS OF RESPONSIBILITY

- **Student Ambassador**, State Representative 2023
  - *Empowered 90%+ Odia freshmen at University to adapt smoothly through personalized support*
- **Google DSC**, Design Lead 2022
  - *Designed over 30+ posts, stories, certificates, passes, and promotional videos, enhancing event engagement and visibility for Advitya and Winterfest*