# R K Sarang

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Portfolio

## SKILLS

- Python
- MS-Excel
- SQL
- R Programming
- Machine Learning
- Tableau
- Microsoft Power BI
- Data Analytics
- Web Scraping
- C++
- HTML
- CSS

## PROFESSIONAL EXPERIENCE

**Data Science Intern** 2023/09 – present

*Oolook*

During my internship at Oolok, a digital marketing company, I gained valuable experience as a data analyst. I successfully completed a project centered on web scraping, demonstrating my proficiency in data extraction and analysis within a professional setting.

## PROJECTS

### Computational characterization of drug safety information from product labels

- Developed a Python program for computational drug safety characterization by analyzing product labels, utilizing OpenCV and Pytesseract for image processing and text extraction.
- Validated medicine names against the Indian standards dataset to ensure accuracy and consistency in drug safety assessment.
- Determined safety levels for different medications based on the extracted data, enabling informed decision-making and risk evaluation.
- Contributed to enhancing overall drug safety by providing computational insights and analysis derived from comprehensive product label information.
- Demonstrated proficiency in Python programming, image processing, and data validation techniques, showcasing strong technical skills in the field of drug safety analysis.

### Image segmentation of two photon calcium images using machine learning techniques

- Leveraged machine learning techniques to enable precise image segmentation of two-photon calcium images, facilitating the accurate identification and analysis of individual cells.
- Developed a sophisticated solution using advanced image processing algorithms and machine learning models to unravel complex neuronal activity patterns in neuroscience research.
- Contributed to the advancement of neuroscientific understanding by providing accurate cell identification and detailed analysis capabilities.
- Demonstrated expertise in applying machine learning and image segmentation techniques to extract valuable insights from two-photon calcium images for neuroscience investigations.
- Showcased strong technical proficiency in neuroscientific research and computational analysis, emphasizing the ability to unlock the intricacies of neuronal activity patterns using machine learning and image processing approaches.

### COVID-19 Data Exploration using SQL

- Utilized SQL techniques and functions, such as joins, CTEs, temporary tables, window functions, aggregate functions, creating views, and data type conversions, to analyze COVID-19 data.
- Extracted valuable insights from the data by leveraging advanced SQL functionalities, contributing to a deeper understanding of the pandemic's impact.

- Employed join operations to combine relevant data tables, enabling comprehensive analysis and correlation of COVID-19 statistics.
- Utilized window functions and aggregate functions to perform calculations and derive meaningful metrics, providing valuable insights into the progression and severity of the pandemic.
- Demonstrated proficiency in SQL query optimization and data manipulation techniques, showcasing the ability to extract and present relevant information from COVID-19 datasets using various SQL functionalities.

### Airbnb Data Visualization Project using Tableau

- Utilized Airbnb data to create informative and visually appealing dashboards using Tableau.
- Developed interactive visualizations to effectively communicate the average price per bedroom, price per zipcode, and revenue for the year.
- Employed Tableau's features and functionalities to design intuitive and user-friendly dashboards.
- Organized data by zipcode to showcase price variations across different areas.
- Implemented filters and drill-down options to enable users to explore the data at various levels of detail.
- Incorporated color-coding and data-driven design choices to enhance the visual impact of the dashboards.
- Integrated interactive tooltips and hover-over effects to provide additional information and context for the visualizations.
- Contributed to enhancing data literacy and promoting data-driven decision making .
- Demonstrated proficiency in data visualization techniques and expertise in using Tableau as a tool for effective storytelling with data.

### Social Media Link Extraction for Gyms and Fitness Centers

- Completed this project during an internship with Oolook, a leading digital marketing company. The project addressed a specific client need and demonstrated practical data extraction skills.
- Developed a tool to extract social media links (Twitter, Instagram, LinkedIn, YouTube) for gyms and fitness centers using input data containing names and addresses.
- Employed threading for efficient data processing, enhancing scalability and speed.
- Input data included names and addresses, and the output provided links for Twitter, Instagram, LinkedIn, and YouTube.
- Utilized threading for parallel processing, enhancing the speed and performance of the link extraction process.
- Improved data accuracy by matching and associating gym names and addresses with their corresponding social media profiles.
- Enhanced data enrichment and information gathering capabilities to support marketing and outreach strategies.
- Contributed to data-driven decision-making and outreach strategies for fitness businesses.
- Demonstrated proficiency in threading and data processing techniques.

## EDUCATION

### Bachelor of Computer Application - Data Science

2020 – 2023

*Amrita Vishwa Vidyapeetham*

**CGPA:** 7.7

## CERTIFICATES

**IBM Data Privacy for Information Architecture**
*by IBM*

**Data Science and Machine Learning with R**
*by Udemy*

**Python (Basic)**
*by HackerRank*

**Advanced Google Analytics**
*by Google*

**Front End Development -HTML**
*by Great Learning*