Gelina Jorg

· 9812345678 · gelinajxx@yahoo.com · Seattle ·

SUMMARY

Experienced Machine Learning Engineer skilled in developing predictive models and deploying AI solutions, with a focus on driving business value through ML. Proficient in Python, SQL, and simplifying technical insights for non-technical audiences.

Technical SKILLS

Python, SQL, Regression, Clustering, Tableau, LLM, OpenAI, Modeling, CNN, Excel, GitHub

Key SKILLS

Algorithms, Data Analysis & Manipulation, Data Visualization, Critical Thinking, Leadership, Adaptability, Curiosity

EDUCATION

IIT Mumbai | Mumbai, IN   Jul '20 - Sep '22

Post-Graduation in Data Science

- **Course Modules:**
  - Data Analysis in Excel | Analytics Problem Solving | Data Analysis using SQL | Introduction to Python
  - Programming in Python | Python for Data Science | Inferential Statistics | Hypothesis Testing
  - Introduction to Machine Learning and Linear Regression | Logistic Regression | Tree Models

KEY PROJECTS

Lead Scoring

- **Problem Background**

X Education sells online courses to industry professionals. Interested professionals visit the website, browse courses, and may fill out a form to become a lead. Leads can also come from past referrals. The sales team follows up with leads through calls and emails, converting around 30% into paying customers.

- **Solution**

For this case study, used several classification models to predict whether the lead is going to quantify as a hot lead. The steps involved for this case study are mentioned below:

- Importing Data & EDA
- Model Building, Model Performance Benchmarking & Model Performance Evaluation
- Model Diagnosis Using Probability, ROC Curve, Precision-Recall Curve

- **Key Achievement:** Found out the Accuracy comes around 77%, Specificity to 74%, Sensitivity to 83%, and Precision to 66%.

Model creation, ROC curve analysis, and uncovering critical features for improving conversion rates were key aspects of my work. Also delivered detailed reports summarizing the project's insights.