Ritesh Rajput

+91 9920218057 | riteshr2@illinois.edu | https://www.linkedin.com/in/riteshrajput381/ | https://riteshrajput.github.io/

EDUCATION

D.J. Sanghvi College of Engineering **Aug 2014 – Jun 2018**
Affiliated to University of Mumbai, India
Bachelor of Engineering in Electronics, Overall GPA: 7.29/10

TECHNICAL SKILLS / COMPETENCIES

- Programming Languages: Python, SQL, JavaScript, R, C++,
- Data tools and Technology: Tableau, Power BI, Jupyter Notebook, Rstudio
- Data Analytics: Google Analytics, Data Cleaning, Feature Engineering, Data Visualization, Predictive Modelling

EXPERIENCE

Performics India
Associate **Apr 2021 – Present**
- Created dynamic data dashboards in PowerBI to synthesize quantitative and qualitative findings into actionable insights and presented to stakeholders
- Automated workflows to extract and transform data using Google Analytics API with Python resulting in reducing the manual effort by 80%
- Worked with Asia Pacific Team for improving their data collection strategies and user acquisition funnels.

Analyst **Oct 2019 – Mar 2021**
- Manage the web analytics tag implementation and support all analytical platform implementations (Google Tag Manager, Google Analytics 360 Suite, Google Big query, Facebook Business Manager).
- Perform in-depth analysis of information from multiple data sources (web analytics data as well as external data) and provide significant insights into factors impacting online results.
- Develop data collection strategies and visualization to support standard and ad-hoc reporting on KPIs that directly measure online campaigns, product, and conversion funnel performance.

Graphene Media **Sept 2018 – Oct 2019**
Data Analyst
- Implemented a speaker identification and recognition system leveraging Natural Language Processing (NLP) and Machine Learning algorithms. Performed sentiment analysis on text, deployed using FLASK API.
- Built an end-to-end automated ETL process to streamline marketing data pipeline. Achieved a 70% reduction in turn-around time through automation.
- Processed SQL queries to implement business logic and extract data for further analysis.

Larsen & Toubro **Dec 2017 – Feb 2018**
Intern
- Implemented IoT applications using Texas Instruments microcontroller and Wi-Fi module.
- Demonstrated MQTT protocol using Mosquitto broker and presented the complete case study at the end of the term.

ACADEMIC PROJECTS

Image Processing based tracking and surveillance system
- Designed and implemented a continuous human tracking system based on Machine Learning algorithms and Image processing techniques.
- Constructed customized dataset for training of the system and presented the whole trajectory using Python and MATLAB.

Facial recognition and Emotion detection
- Built a real-time facial recognition and emotion detection system using Python, OpenCV and Deep Learning algorithm.

PAPER PUBLICATION & LEADERSHIP EXPERIENCE

IEEE - Smart Surveillance System Using Histogram of Oriented Gradients (HOG) and Haar Cascade Algorithm **Aug 2018**
- Presented a novel approach to build a surveillance system without human intervention using prominent deep learning algorithms at 2018 Fourth International Conference on Computing Communication Control and Automation (ICCUBEA) and published a paper in IEEE Xplore Digital Library.
- Qualified for semi-final round of **Texas Instruments Innovation Challenge-2016 (TIIC)** – a National level technical competition out of 11,000 participants
- Served as the IT head to maintain website with regular updates for IEEE Brainwaves – a student chapter