

# Ritika Mishra

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Greater Noida, Uttar Pradesh, India 203202.

**Professional Summary:** Information Technology graduate with a good understanding of data science, machine learning, and natural language processing, possessing expertise in Python, along with libraries such as Pandas, NumPy. Always eager to work with the latest technologies and tools.

## Hard Skills:

**Programming Languages:** Python, C, Kubernetes.

**Other Skill:** GCP, Data Modeling, Insights, GenAI

**Frameworks and Libraries:** Pandas, Numpy, Word2vec, TextBlob, NLTK, Tensorflow, BERT,

**Development and Deployment:** Visual Studio Code, Git, GitHub, Streamlit, Docker.

**Database:** MySQL, PostgreSQL, NoSQL.

**Core Concepts:** Data Structures and Algorithms, Database Management System, Object Oriented Programming (OOPS), Software Development Life Cycle (SDLC). Agile Methodology.

**Soft Skills:** Verbal and Written Communication, Team Collaboration, Problem Solving, Debugging and Troubleshooting, Technical Documentation.

## Professional Experience:

**Justbaat.AI:** Data Analyst and Operations Intern

Jan 2025- Jun 2025

- Developed and maintained SEO-optimized **WordPress websites** for the company's publishing business, resulting in **AdSense approval** and generating approximately **\$100 per week in ad revenue**.
- Gained hands-on experience in **ad serving architecture** and **website sanity** checks, focusing on the setup and management of **Google Ad Manager (GAM)** accounts.
- Created and deployed **ad units, orders, and line items** on publisher websites using both **WordPress integrations** and **manual HTML/JavaScript placement**.
- Worked with **custom ad serving scripts** to implement responsive ad placements across devices, improving ad visibility and **user engagement metrics**.
- Leveraged **Chrome DevTools, JavaScript, HTML, and CSS** to troubleshoot ad placement issues and ensure proper rendering and loading performance.
- Automated dashboard updates by sending **POST requests using Postman with cURL** and **Google Ad Manager API**, improving report accuracy and saving manual reporting time.
- Collaborated with senior colleagues to complete daily tasks, including **technical support, website debugging, and performance analysis** for publisher sites.

## Projects:

Semiconductor Manufacture yield Prediction pass or fail (-1,1)	working with numpy Matrices (Multidimensional Data)	Unified Pricing Rules Automation – Streamlit, ML
Built a classifier using Random Forest, SVM, and Naive Bayes to predict semiconductor yield (Pass/Fail) by applying feature selection, SMOTE, and Grid Search for a high-dimensional sensor (-1 pass, 1 fail).	Analyzed NHANES body measurement data using NumPy and Matplotlib to compare gender-based health indicators through visualization, BMI computation, standardization, and correlation.	Built a Streamlit app to automate pricing strategy using machine learning. Enabled data upload, trend analysis, and CPM optimization with real-time predictions.

## Education:

**B.N. College of Engineering and Technology, Lucknow**

Sept 2021-July 2025

**B.Tech: Information Technology and Engineering**

- CGPA: 7.5
- Co-curricular:** GDSC Core Member, Placement Volunteer at college placement cells

**Certifications:** Google Cloud Study Jams (GCP), Programming in Python by Udemy. Data Science by Corizo