



Rajneesh Maleti

Bachelor of Technology

Mechanical Engineering

Indian Institute of Technology, Jodhpur

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LinkedIn

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Tech.	Indian Institute of Technology, Jodhpur	6.51	2021-2025
Senior Secondary	CBSE Board	86%	2020
Secondary	CBSE Board	95.6%	2018

PROJECTS

- **Starbucks Customer Segmentation** *Github*
 - Consolidated and pre-processed three datasets containing over **300,000** entries, ensuring data cleanliness and merging where necessary, conducted **EDA**, engineered features, and applied **PCA** to reduce dimensionality.
 - Employed **K-means** algorithm to cluster **17,000** customers, selecting the optimal number of clusters based on **Silhouette score** and **Sum of Squared Errors** value, optimized using **TSNE**.
 - Inferred the primary **demographic traits** of each cluster based on the characteristics of its members to determine the most effective approach for delivering **promotional offers** to customers.
- **Forecasting Analysis of Automobile Sales** *Github*
 - Developed **time-series forecasting models (SARIMA, Holt-Winters, LSTM)** to predict EV and Non-EV sales in India (2015–2024).
 - Conducted data preprocessing (outlier detection, **seasonality adjustment**) and achieved high accuracy using **MAPE**, **RMSE**, and **R²**.
 - Provided insights to **optimize supply chain**, resource allocation, and **production alignment** with **market demand**.
- **Credit Card Fraud Analysis** *Github*
 - Processed and **visualized** an imbalanced dataset using **Python**, performing **EDA** for deeper insights.
 - **Optimized** different models – Logistic Regression, Decision Tree, SVM, KNN, XGBoost, and Neural Network with **grid search**, achieving **93% recall**.
 - Evaluated performance using metrics like **F1 score**, **Confusion Matrix**, and **ROC curve**, with **KNN** as the top performer with **95% accuracy**.
- **Power BI Dashboards** *Github*
 - **Tech Stack: Power BI**, Excel, MySQL
 - E-commerce Sales Analysis, HR Analytics, Zomato Sales Analysis.
 - Developed **interactive dashboards** utilizing **DAX functions**, data modeling, visual optimization techniques.
 - Analyzed **key metrics** and trends to provide **actionable insights**.

KEY COURSES TAKEN

Introduction to Machine Learning, Data Structures and Algorithms, Introduction to Computer Science, Production and Operations Management, Organizational Behaviour

TECHNICAL SKILLS

Languages: C++, Python, SQL

Libraries/Frameworks: Pandas, Numpy, Matplotlib, PyTorch, OpenCV, TensorFlow

Development: HTML, CSS, JavaScript

Data Tech: PowerBi, Excel, Tableau, MySQL

Soft Skills: Communication, Team Work, Creativity

POSITIONS OF RESPONSIBILITY

- **Core Member** Athletics Society, Board of Students Sports, IIT Jodhpur *May 2023 - April, 2025*
- **Mentor** Varchas'24 (Sports Fest, IIT Jodhpur) *Aug, 2024 - Oct, 2024*
- **Head** Prometeo'24 (Technical Fest, IIT Jodhpur) *Nov, 2023 - Jan, 2024*
- **Assistant Head** Ignus'23 (Socio-cultural Fest, IIT Jodhpur) *Dec, 2022- Feb, 2023*

ACHIEVEMENTS AND INTERESTS

- Stood among **top 1%** students in India to qualify for IIT.
- Achieved **A grade** in B.Tech Project
- Gym, Sports and Athletics (Sprints, Badminton)