

KANITHI GUNASAGAR

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EDUCATION

Aditya Institute Of Technology And Management

Computer Science [Data Science] Engineering - **CGPA - 8.75**

Septmber 2022 – Present

Tekkali, Andhrapradesh

Sri Gurukula Vidyalayam

Intermediate - MPC - **Percentage - 89.4%**

July 2020 – April 2022

Kasibugga, Andhrapradesh

COURSEWORK / SKILLS

- Python
- Machine Learning
- Data Visualization
- Statistical Analysis
- Power BI
- Excel
- Data Structures & Algorithms
- C++
- Database Management System (DBMS) (ORACLE)

PROJECTS

Predictive Sales Model 📄 | Python, Machine Learning, SQL

MM YYYY

- Developed a predictive model to forecast sales based on historical data using **linear regression** and **time series analysis**. Improved accuracy by 20%.
- [Live site here](#)

Customer Segmentation Analysis 📄 | Python, Clustering, Power Bi

MM YYYY

- Performed **K-means clustering** on customer data to identify unique segments, enabling targeted marketing strategies that increased customer retention by 15%.
- [Live site here](#)

Stock Market Analysis 📄 | Python, Pandas, Data Visualization

MM YYYY

- Analyzed stock market data using **Python** and **Pandas** to identify trends and patterns, providing insights for investment strategies.
- [Live site here](#)

EXPERIENCE

Data Science Intern

July 2024 – August 2024

Prodigy Infotech

Virtual

- Developed and deployed machine learning models to analyze user behavior, increasing prediction accuracy by 15% for targeted marketing campaigns.
- Collaborated with cross-functional teams to gather data, perform feature engineering, and refine models for customer churn prediction.
- Created visualizations in Tableau to present insights to stakeholders, leading to a 10% improvement in business decision-making.

CERTIFICATIONS

Certified Data Scientist 🌟

MM YYYY

AWS Certified Machine Learning 🌟

MM YYYY

Certified Tableau Developer 🌟

MM YYYY

Google Analytics Certified 🌟

MM YYYY