SHAMALAN RAJESVARAN
MSC DATA SCIENCE STUDENT

Citizenship	: Malaysian	D.O.B.	: 09 February 2000
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TECHNICAL PROFILE

- **Languages:** Python, SQL, R
- **Tools & Libraries:** Pandas, scikit-learn, TensorFlow, Power BI, Tableau, SAS, Hadoop
- **Concepts:** Machine Learning, GenAI, MLOps, Data Analytics
- **Certifications**: Microsoft Azure AI Fundamentals (AI-900), SAS – Big Data Techniques

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EDUCATION

09/2024 – Present **Mannheim Masters in Data Science:** *University of Mannheim, Germany*

Relevant Modules: Text Analytics, Web Data Integration, Data Mining, Data Security and Privacy, Network Science, Marketing Analytics

03/2020 – 09/2022 **Bachelor of Information Systems (Hons) (Data Analytics):** *Sunway University*

Grade: First-Class Honours

Bachelor Thesis: COP 26: A Text Analytics approach

Focus**:** Insights into COP26 from Sentiment and Topic Modelling

03/2018 – 03/2022 **Diploma in Information Technology:** *Sunway College*

CGPA: 3.84

PROFESSIONAL EXPERIENCE

09/2023 – 08/2024 **Artificial Intelligence and Data Associate:** *Ernst and Young, Malaysia*

- Contributed significantly to a Generative AI model development at a major Malaysian utility company, facilitating detailed production data analysis. The reports, integrated XGBoost predictive values to pinpoint device issues.

- Played a pivotal role in the creation of a Generative AI-powered Chatbot for document analysis and query responses, remarkably enhancing user interaction and efficiency capabilities.

- Led an Image Analysis project using LLM techniques, enabling image interpretation for streamlined analysis.

- Orchestrated collaboration between EY KL and Malaysia's top University, formalizing a cohesive agreement for resource and knowledge exchange.

09/2023 – 08/2024 **Business Intelligence (Data Science) Intern:** *SOCAR Mobility Malaysia*

- Implemented a K-Means clustering-based customer segmentation model to create dynamic, customized promotions for users, enhancing user engagement.
- Conducted a thorough promo code analysis to understand the performance of the promo based on the business criteria such as average basket size, redemption breakdown and average duration of the booking.
- Created an automated weekly data management tracker to obtain key business insights.

LEADERSHIP & EXTRACURRICULAR EXPERIENCE

10/2022 – 04/2023 **Chairperson, National Youth Committee:** *Amnesty International Malaysia*

- Chaired Amnesty Youth Committee, establishing a 200-member network, organizing a €5,000 Youth Assembly, and represented Malaysian youth at Amnesty International's Global Assembly on feminist leadership.

01/2021 – 02/2022 **Project Director Industry Insights 2021:** *International Council of Malaysian Scholars and Associates (ICMS)*

- Led 26 associates to execute ICMS's flagship event (~€3,900 budget) and secured sponsorships over €1,500 from prominent industry firms.

AWARDS AND ACHIEVEMENTS

08/2024 **EY Applaud Award: Digital Track:** *Ernst and Young Malaysia*

- Awarded EY Applaud (top 6 of 100) for leading a Generative AI Billings Assistant, achieving 85% accuracy and improving customer satisfaction.

02/2023 **Valedictorian: Sunway University and Sunway College**

- Selected as the leading student to deliver graduation speeches on behalf of 400 Diploma and 1,500 Bachelor's graduates.

04/2022 **MDEC's PDTI Incentive Award, Best Student Award**

- Won the Best Student Award (top 100 nationwide) from the Malaysian Digital Economic Corporation for academic and extracurricular excellence.

Shamalan Rajesvaran
Mannheim, 16 March 2025