Vijay Sundaram Mohana

Sheffield, United Kingdom

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Education

MSc in Computer Science with Speech and Language Processing Sept 2022 – Sept 2023
The University of Sheffield *Sheffield, UK*

Key Modules: Scalable Machine Learning, Natural Language Processing

Executive PG Programme in Machine Learning and Artificial Intelligence Jul 2021 – Aug 2022
International Institute of Information Technology Bangalore *Bengaluru, India*

Key Modules: Statistics Essentials, Deep Learning and Neural Networks

Technical Skills

Programming Languages	: Python (Pandas, NumPy), SQL
Analytical Tools	: MS Excel (VLOOKUP, Pivot Tables), Power Query Editor
Visualization Tools	: Microsoft Power BI, Jupyter Notebook (Matplotlib, Seaborn, Plotly), Excel Charts
Database	: MySQL (MySQL Workbench, MS SQL Server Studio)
IT Tools	: GitHub, JIRA

Experience

Data Analyst Intern Mar 2024 – Present
Eel Rides *London, UK*

- Examined the pricing strategy of 4 ride-hailing competitors, and visualized the data in **MS Excel**, revealing trends of various ride categories.
- Performed exploratory data analysis (EDA) using **Python** and identified 5 distinct customer segments, uncovering crucial market positioning opportunities.
- Collaborated effectively with 6 team members and accomplished ad-hoc responsibilities to support business objectives.

Application Development Associate Dec 2020 – Dec 2021
Accenture Solutions Private Limited *Bengaluru, India*

- Performed **QA testing** for mobile and web applications in an **agile** scrum environment for a globally recognized fast food company, identifying and resolving over **200** bugs.
- Collaborated closely with cross-functional teams on bi-weekly release schedules, resulting in a **15%** reduction in deployment errors.

Projects

Enhancing Online Review Trustworthiness with ML and NLP (MSc Dissertation) | *Python, NLP*

- Conducted a comprehensive analysis using **Python** and **NLP** across 3 domains, evaluating the impact of textual and behavioural features on online fake review detection, resulting in **73.04%** accuracy.
- Employed **NLTK** and VADER for sentiment analysis, boosting model accuracy by **0.8%**.

Music Store Analysis | *SQL*

- Executed in-depth music store analysis employing **SQL**, importing data from 11 tables into **MS SQL Server** to reveal sales patterns, customer behaviors, genre popularity, and global trends.
- Enhanced database efficiency by optimizing queries using **JOINS, subquery**, aggregate and filtering functions, resulting in a **40%** reduction in query execution time.

Bank Customer Churn Dashboard | *Microsoft Power BI*

- Created a customized dashboard using **Microsoft Power BI** for RBC Bank to analyze customer churn deriving insights from 7 KPIs.
- Enhanced presentation with interactive visualizations using 4 charts, filters, slicers and **DAX** functions, achieving a **20%** reduction in customer churn.

YouTube Data Analysis | *Python, NLP, Youtube API*
- Analyzed 2 YouTube datasets from 10 travel channels with **Python** and **NLP** to uncover insightful findings for maximizing channel engagement and developing content strategies.
- Crafted visualizations by leveraging **wordcloud, seaborn, & plotly**, and identified optimal title length (20-40 characters) & ideal video duration (50-100 seconds).

Certifications

- **Microsoft Excel - Excel from Beginner to Advanced** (Udemy) - Present
- **Microsoft Power BI Desktop for Business Intelligence** (Udemy) - Dec 2023
- **Statistics for Data Science and Business Analysis** (Udemy) - Oct 2023