

Venkatesh Ramanathan

Data Scientist & Business Intelligence Analyst

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Professional Experience

Graduate Teaching Assistant | ISOM, UTA *May 2017 – Present*

Courses: INSY 3300 / INSY 5392 Introduction to Programming (Python)

Instructors: Dr Ramakrishna Dantu

- Tutor students on Python programming and Object-Oriented programming concepts
- Participate with instructors in formulating quiz, assignments and tests for 12 graduate and 32 undergraduate students and assisted the instructors in evaluating the students

Selected Projects

Social Network Analytics on Amazon Reviews *June – Aug 2017*

- Web scrapped product reviews of Asus C201 Chromebook and the collected reviews were tokenized and subjected to pre-processing
- Used Google's Word2Vec to generate word pairs with similar semantic meaning and used NetDraw to visualise the network
- Performed Social Network analysis techniques such as N-Cliques, Betweenness centrality, Eigen Vector centrality, Component Analysis & Density visualization to identify and classify the types and levels of issues with product

Pokémon Go Analytics Using ML & DL *March – May 2017*

- Extracted values from Android & IOS Pokemon Go webpages using BeautifulSoup and created Pandas dataframe, JSON, CSV & Excel files
- Explored the data created scatter matrix to identify pairs with high correlations and calculated Pearson's coefficient and built time series using matplotlib
- Built Machine Learning models and predicted Android & IOS ratings for Nov 1st 11:50 pm and also performed Deep Learning using Tensorflow on the Android / IOS webpages

Social Media Analytics Using Text Mining *Feb – April 2017*

- Collected 50k tweets from 5 states using twitter streaming API Twython and performed data analysis to gather insights
- Conducted sentiment analysis using TextBlob to calculate the polarity and subjectivity scores for each tweet and created histograms using matplotlib
- Created a Word Cloud from the collected tweets and conducted Topic Modelling using Non-negative Matrix Factorization (NMF) & Latent Dirichlet Allocation (LDA)

Android App Assisting Blind Social Interaction *Jan – May 2016*

- Designed the user experience & developed an android application that assists the blind with their social interaction. Created face recognition, emotion detection & text to speech part of the application
- Conducted user studies, surveys, data analysis, usability tests, A/B tests and created the application prototype

Dialysis Facility Mortality Rate Prediction *Aug – Dec 2015*

- Performed data analysis on a dialysis facility dataset and built multiple, logistic and linear models
- Performed re-sampling methods such as training, validation set, LOOCV and 10 fold CV and carried out model selection techniques such as forward, backward, ridge and lasso

Interface & Interaction Design for a Kiosk *Oct – Dec 2015*

- Performed user and task analysis on Record Store Kiosks to understand kiosk design and gathered requirements by creating user personas
- Designed interactions and interfaces for the kiosk based on data analysis, graphic design principles and memory principles and created prototypes of the design
- Presented an one minute infographic of the improvised design

Education

M.S. Information Systems *May 2018*

University Of Texas Arlington

B.Tech Information Technology *May 2015*

Sri Krishna College Of Engineering

Tamilnadu, India

Skills

Product / Design

Experience, Interaction
Usability, A/B Testing
Prototyping, Wireframes
Road Maps, Affinity Diagrams
Design Think, Requirement

User Research

Personas
User Stories
Interviews
Surveys
Data Analysis,Viz

Tools

Balsamiq, Invision
SAS, Tableau
UCINET
WordPress, SAP
Ms Word, Excel

Technical

C, C++
Python, R
HTML5, CSS3
MySQL, .NET
Android Studio

Methods

Machine Learning
Deep Learning
TensorFlow
Text Mining
SNA

Relevant Courses

Data Science using Python
Data Analytics using R
Advanced Statistical Analysis
Social Network Analysis using Python
Data Warehousing & Business Intelligence
Data Mining
Business & Economic Forecasting
Human – Centered Computing
Human – Computer Interaction
Project Management

Leadership

IT Department Committee | *Student Leader*
2012 - 2015

IT Department Technical Festival | *Program Head*
2014