

# VIKASINI S

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## Professional Summary

Data Scientist with 3+ years of experience in data analysis, machine learning, and predictive modeling. Proficient in Python, R, SQL, and data visualization tools skilled in building scalable data pipelines and delivering actionable insights to drive business.

## Skills

- Programming: Python, R, SQL
- Machine Learning: Regression Classification: Clustering: Time Series
- Tools: Jupyter, Pandas, NumPy, Scikit-learn, TensorFlow, Keras
- Data Visualization: Matplotlib, Seaborn, Tableau, Power BI
- Databases: MySQL, PostgreSQL, MongoDB
- Others: Git, Docker, Agile Methodology

## Professional Experience

**Data Scientist** ABC Tech Solutions: Bangalore, India Jan 2022 – Present.

- Developed and deployed machine learning models to **increase** customer churn,
- Automated data preprocessing pipelines using Python, reducing manual effort by 80%. Collaborated with cross-functional teams to translate business requirements into technical solutions. Visualizing key metrics using Tableau and dashboards for senior management.

**Junior Data Analyst** XYZ Analytics, Chennai, India Jun 2020 – Dec 2021

- Conducted exploratory data analysis to identify sales patterns in sales data.
- Built regression models to forecast quarterly sales with 60% accuracy.
- Cleaned and transformed large datasets and Python scripts.
- Prepared weekly reports and visualizations for stakeholders.

## Projects

- **Customer Segmentation using K-Means Clustering** – Segmented customers into distinct groups using demographic and purchase data, improving targeted marketing strategies.
- **Sentiment Analysis on Social Media Data** – Built a *sentiment* classifier with 86% accuracy using NLP techniques on Twitter data related to product feedback.

## Additional Information

Languages: English, Hindi, Tamil

## Certifications

- Data Science Professional Certificate – Coursera
- Machine Learning by Andrew Ng – Coursera