

VIKAS VELMURUGAN

Armed with a potent blend of statistical mastery and computer science acumen, I specialize in end-to-end data science solutions. My portfolio showcases proficiency in machine learning algorithms, from linear to ensemble models, complemented by adept data wrangling and feature engineering via Python. I'm skilled in visualization tools like PowerBI and Matplotlib, as well as data extraction through web scraping. Recent roles have seen me apply this toolkit to deliver key insights, most notably a state-wise stock market sentiment analysis. Agile and detail-oriented, I'm eager to leverage my capabilities to drive impactful data strategies.

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PROFESSIONAL EXPERIENCE

Data Scientist

Jul '22 - Present

Netzwerk Data Science Academy (OPC) Pvt. Limited

Project – State wise stock market sentiment analysis using web scraping

- **Project Focus & Client Impact:** Orchestrated a **sentiment analysis** initiative targeting different states to **shape client advertising strategies**.
- **Data Acquisition Techniques:** Employed **web scraping methodologies** to aggregate vast datasets from **social media, blogs, and public platforms** using **Python-based utilities**.
- **Data Cleaning & NLP:** Leveraged Natural Language Processing techniques to sanitize and **structure the harvested data for analytical processing**.
- **Visual Data Representation:** Utilized **Word Cloud algorithms** to create insightful **visualizations of regional sentiments** based on textual data.
- **Keyword Synthesis for Marketing:** Compiled a strategically important lexicon of **high-impact keywords for use in social media marketing** and advertising campaigns.
- **Technological Proficiency:** Demonstrated mastery in using an extensive tech stack including **Python, Matplotlib, Beautiful Soup, Selenium, and Jupyter Notebook**.
- **Action-Oriented Analytics:** Employed converging data analytics methodologies, such as **customer keyword analysis and geographical profiling**, to make informed advertising decisions.

Full stack developer Intern

Jan '20 - Mar '20

Happiest Minds Technologies Ltd.

Project- Resume based Entrance Test ; Tools and Technologies used: Python, Flask, NLP, HTML, CSS

Data Analytics and Machine Learning Key Projects

- **Strategic Hotel Revenue Optimization:** Utilized Python, EDA, and data visualization tools like Seaborn and Matplotlib to scrutinize hotel booking behaviors. Uncovered a correlation between hotel types and cancellation rates, notably spiking in January. Crafted actionable strategies like dynamic pricing and enhanced service offerings to mitigate revenue loss. [Demo: [GitHub](#)]
- **AI-Driven Fashion Curation:** Orchestrated an image-based fashion recommender system leveraging Python and Deep Learning technologies such as ResNet. The system processes approximately 45,000 images and employs Euclidean distance calculations to furnish users with five highly relevant product suggestions. [Demo: [GitHub](#)]
- **Aerospace Profitability Audit:** Conducted a sweeping analysis of airline profitability using Python and SQL. Identified regulatory, taxation, and labor costs as profitability barriers. Proposed an optimized business model focusing on increased occupancy and improved in-flight services to counteract these fiscal drains. [Demo: [GitHub](#)]
- **Human Capital Analytics:** Constructed a PowerBI dashboard focused on key performance indicators for attrition within organizations. Delved into factors such as job satisfaction, role, and tenure to illuminate root causes of employee turnover, offering actionable insights for human resources. [Demo: [GitHub](#)]
- **Retail Sales Insights Dashboard:** Employed Excel to synthesize a sales performance dashboard, emphasizing KPIs like state-wise sales and customer lifetime value. The dashboard utilizes pivot tables and slicers for dynamic data interaction, offering insights into profit trajectories and customer demographics. [Demo: [GitHub](#)]

EDUCATION

Bachelor of Engineering in Electronics and Communication

May '16 - May '20

CMR Institute of Technology

Bengaluru

7.3 CGPA