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# Vinay Mallula

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## Career Objective

Detail-oriented and analytical Data Analyst with a strong foundation in machine learning and data science. Passionate about leveraging data-driven insights to drive business strategies and enhance operational efficiency. Eager to contribute my skills in data analysis, statistical modelling, and predictive analytics to deliver actionable insights and support decision-making in a dynamic, growth-oriented environment.

## Education

### Swarnandhra College of Engineering and Technology

B.Tech. in Computer Science Engineering

CGPA: 7.5

2020 – 2024

### Sasi New Gen College

M.P.C

CGPA: 9.0

2018 – 2020

### Sri Chaitanya Techno School

S.S.C

CGPA: 9.2

2017 – 2018

## Technical Skills

**Programming Languages:** Python, C, SQL

**Libraries and Tools:** NumPy, Pandas, Scikit-learn, Statistics, Tableau, Excel

## Projects

### E-Commerce Personalization Machine Learning Project

- Designed a recommendation system to suggest products based on user preferences, increasing cross-sell rate by 15%.
- Segmented customers to tailor marketing strategies, resulting in a 10% improvement in campaign effectiveness.
- Developed and implemented machine learning algorithms to personalize user experience, enhancing user engagement by 20%.
- Conducted A/B testing to evaluate the performance of different recommendation algorithms, optimizing for conversion rates.

## Speech Recognition System and Natural Language Processing

- Developed a speech recognition system using deep learning algorithms, achieving an accuracy improvement of 25%.
- Enhanced speech recognition accuracy with advanced NLP techniques, reducing error rate by 30%.
- Applied transfer learning to reduce training time by 40% and improve model efficiency.
- Integrated the system with a voice-activated assistant, enabling real-time speech-to-text conversion and command execution.

## Internship Experience

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### Machine Learning Intern

Tefologic

April 2024 – July 2024

- Built and trained machine learning models, improving prediction accuracy by 20%.
- Documented code, experiments, and methodologies to enhance reproducibility and collaboration.
- Participated in team meetings and code reviews, contributing to project improvements and knowledge sharing.

## Certifications

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**Programming Essentials in Python** – Cisco Networking Academy

**Data Science Bootcamp** – Udemy

**Artificial Intelligence – Machine Learning – Data Science** – Andhra Pradesh Council of Higher Education

**Statistics and Machine Learning** – Scaler