VEDAKEERTHI A

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FUNCTIONAL AREAS

- Data Analysis
- Business Intelligence

- Data Visualization
- Data Cleansing

TECHNICAL SKILLS

- **Highly proficient (2-3 years):** Statistics, Microsoft Excel, Python, SQL, Power BI, Machine Learning, Data Visualization
- **Proficient (<2 years):** Deep Learning, NLP, Computer Vision, TensorFlow, Docker, Flask, Streamlit

PROFESSIONAL EXPERIENCE

Arborgold Software, Bengaluru

- **Junior Data Analyst Intern**   **03/2023 – Present**
  - Collected, Organized and Analyzed 10+ Key Performance Indicators [KPIs] to build various analytics.
  - Utilized advanced SQL data wrangling techniques to extract, transform, and analyze complex datasets, resulting in comprehensive reports, interactive dashboards, and a 20% reduction in data processing time, which informed strategic business decisions.
  - Created dashboards in Kibana as a part of Elastic Search with 95% accuracy in visualizing the results in data storytelling and decision-making.

The Sparks Foundation, Virtual

- **Data Science and Business Analyst Intern**   **08/2022 – 09/2022**
  - Developed a regression model to predict student scores based on study time, and obtained an accuracy of 97%.
  - Implemented a decision tree classifier on the Iris dataset for species classification and increased the classification accuracy by 5% compared to baseline models, and visualized the tree structure using various modules and functions.
  - Showcased exceptional data analysis and dedication during the internship, resulting in a 95% project completion rate and a highly commendatory letter of recommendation.

NSIC Technical Service Centre, Chennai

- **Trainee on Python with Machine Learning**   **07/2022 – 08/2022**
  - Trained an LSTM model for predicting stock prices of TATA NSE Beverages, resulting in a 3% increase in accuracy through hyperparameter tuning.
  - Executed a CNN-based model for handwritten digit recognition, achieving a high accuracy rate of 97%, and deployed it as an application using Tkinter.
  - Showcased a robust proficiency in crafting and implementing real-world machine learning models, consistently achieving accuracy improvements of over 5% on average.

EDUCATION

- **Bachelor of Engineering [Computer Science and Engineering with AI & ML]**   **08/2019 – 05/2023**
  - Annamalai University [9.5 CGPA]
  - Member of Student committee and Cultural Secretary

PROJECTS

- **Predictive Maintenance of NASA Turbofan Engine**
  - Devised machine learning and deep learning algorithms to predict the remaining useful life of NASA turbofan engine using 23 sensor values.
  - Tuned hyperparameters to achieve a 1% increase in model accuracy, enhancing the predictive capabilities of the selected model.
  - Crafted an intuitive web application using the Streamlit framework, granting users seamless access to predict the engine's remaining useful life with a user-friendly interface and a 98% accuracy rate.

- o Published the project as a collaborative effort with a 3-member team in the International Journal For Multidisciplinary Research, May 18, 2023.
- **Customer Behavior Analysis of British Airways**
  - o Conducted sentiment analysis on 100 web pages of customer reviews from an online website using advanced NLP techniques to precisely classify positive and negative emotions.
  - o Predicted customer booking behavior using Random Forest classifier and improved accuracy from 84.536% to 85.5% through hyperparameter tuning.
  - o Developed a dashboard integrating sentiment analysis, advanced evaluation metrics, and visualizations, providing valuable insights for project analysis and decision-making.
- **Customer Churn Prediction of BCG**
  - o Built an advanced customer churn prediction model with a 10% reduction in churn rate, leveraging gas and electricity data from a power company, enabling the implementation of data-driven customer retention strategies.
  - o Engineered resampling methods, such as SMOTE (Synthetic Minority Over-sampling Technique), to address imbalanced data, resulting in a significant improvement of 15% in the predictive performance of the model.
  - o Achieved an accuracy of 90.62% using the Random Forest classifier as the base model.

CERTIFICATES

- **BCG Data Science and Advanced Analytics Virtual Experience Program**
- **British Airways Data Science Virtual Experience Program**
- **Coursera Challenge Lab – A Data Science Competition**
- **NPTEL Applied Accelerated Artificial Intelligence**
- **NPTEL Social Network Analysis**