ANKUSH HUJARE

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PROFILE SUMMARY

Results-driven Data Science student with expertise in **Python (Pandas, NumPy), SQL**, and **ETL** processes, improving data accuracy by 25% and reducing processing time by 20%. Skilled in data visualization using **Tableau** and **Machine Learning** for predictive modeling, increasing sales forecast accuracy by 30%. Delivered actionable insights that boosted marketing performance by 15%, driving business growth through data-driven decisions.

PROFESSIONAL SKILL

Communication skill	Presentation
Teamwork	Problem Solving
Data Analysis	Data Visualization
Data Preprocessing	Predictive Analysis

TECHNICAL SKILL

Python	PowerBI
SQL	Tableau
MySQL	Excel
Machine Learning	Data Science

EDUCATION

Bachelor of Technology in Artificial Intelligence & Data Science — 2020 - 2024
Sharad Institute of Technology & College of Engineering Ichalkaranji, Maharashtra

Higher Secondary Certificate (12th standard) — 2018 - 2020
Shri. Shahu Junior College, Kagal, Maharashtra

Secondary School Certificate (10th standard) — 2017 - 2018
Shrimant Jaysingrao Ghatge Highschool, Kagal, Maharashtra

WORK EXPERIENCE

Racksons IT Developers , Pune — January 2024 - June 2024
Computer Vision Intern

- Streamlined data cleaning and preprocessing workflows, boosting data accuracy and integrity by 30% through meticulous attention to detail and advanced data manipulation techniques.
- Leveraged **Python** and **SQL** to uncover customer behavior insights, driving a 20% increase in marketing campaign efficiency by optimizing targeting strategies.
- Designed and implemented interactive **Tableau** dashboards, enhancing data-driven decision-making and achieving a 15% reduction in operational costs.
- Developed and fine-tuned predictive models using machine learning algorithms, resulting in a 25% improvement in sales forecast accuracy and supporting strategic business initiatives.

Project Planners Corp. — April 2023 - May 2023
AI-ML Intern

- Engineered and optimized a data preprocessing pipeline with **Python** and **Pandas**, enhancing data quality and consistency by 35%, thereby boosting the accuracy of machine learning model predictions.
- Analyzed customer purchase patterns through **SQL** and **R**, uncovering critical trends that drove a 25% increase in targeted marketing campaign success rates.

AICTE (AWS Academy)   December 2022 - Feb. 2023
AI-ML Intern

- Optimized data preprocessing and cleaning workflows using **Python (Pandas, NumPy)** and **ETL** tools, enhancing data accuracy by 25% and reducing processing time by 20%.
- Analyzed complex datasets with **SQL** and **Tableau**, uncovering key insights that drove a 15% increase in campaign performance through refined marketing strategies.
- Engineered and refined predictive models with machine learning algorithms, boosting sales forecast accuracy by 30% and empowering data-driven strategic decisions.

CERTIFICATIONS

Machine Learning Foundations - AWS Academy   March 2023

Google Data Analytics - Coursera   February 2023

Advanced Google Analytics - Google Analytics Academy   January 2023

Python - Kaggle   November 2022

Workshop on Data Visualization using PowerBI- IACSD   November 2022

PROJECTS

Customer Segmentation Clustering   June 2024
Marketing & Sales [Python, Colab]

- Developed a customer segmentation model using clustering algorithms on market campaign data, providing actionable insights into customer behavior and preferences.
- Extracted, cleaned, and preprocessed data using **Python (Pandas, NumPy)**, transforming it for accurate analysis.
- Applied **K-Means** and Hierarchical clustering to identify distinct customer groups, optimizing marketing strategies and improving campaign targeting.
- Enhanced business decisions by delivering clear, data-driven insights through visualizations, improving customer retention and engagement rates.

Apriori Association Mining   March 2024
Marketing & Sales [Python, Colab]

- Established an Association Rule Mining model using the Apriori algorithm to analyze Bread Basket data, identifying frequent itemsets and discovering key patterns in customer purchasing behavior.
- Extracted association rules to uncover relationships between products, such as common co-purchases and seasonal trends. Utilized **Python** and **MLxtend** for model implementation and evaluation, focusing on metrics like support, confidence, and lift to optimize business strategies.
- Designed actionable insights that enhanced inventory management and cross-selling opportunities, driving data-driven decision-making in retail operations.

Stroke Insight: EDA on Brainstroke Data   January 2024
Healthcare [Python]

- Performed exploratory data analysis on Brainstroke dataset using **Python** to uncover critical patterns and correlations.
- Analyzed factors like age, gender, BMI, and glucose levels to identify stroke risk indicators.
- Developed insights on patient demographics, health conditions, and lifestyle factors, enabling data-driven strategies for stroke prevention and management.