

Y.A. NIVEDITHA.

CAREER OBJECTIVE

To focus on finance and business analytics. Eager to use analytical skills, finance knowledge, and academic achievement to contribute effectively in a dynamic business environment. Managerial professional with working knowledge of financial best practices in business development. Background in influencing executive-level decision-making and strengthening existing strategies. Defines and enforces impactful procedures for improved planning. I am looking forward to my first work experience.

PROJECTS

- Building classification-based model on purchase decision with respect to stationary store using neural network
- Develop a recommendation system For Stationary store using association rules
- Exploratory study on perception of Indian consumers towards candles and candle holders using Microsoft excel and JMP
- An exploratory study on consumer behavior and perception towards zee entertainment enterprises using SPSS and google collab
- A dashboard on Euro Mart sales report using looker studio (<https://l1nk.dev/gmal0>)
- Dashboard on Superstores data using PowerBI (<https://l1nk.dev/saqxQ>)
- A study on perception of buy now pay later among Indians
- Virtual trading

SEMINARS AND CONFERENCES

- Seminar on production linked incentive scheme.
- Workshop on market analytics.
- Two-days hands on workshop on security analysis and financial derivatives using real time data.
- Two-day National Conference "Innovative Management Practices & Strategies for Sustainable Development (IMPSSD – 2024).
- Marketing analytics.
- Workshop on innovation/prototype validation.

CO-CURRICULAR ACTIVITIES

- Coordinator for Business Analytics Event in Vishesh- 2024
- Ventura-Problem solvation and ideation Business plan
- Prashnotree- Business quiz



CONTACT

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SKILLS

- Microsoft Office
- MATLAB, JMP, IBM-SPSS
- Power BI
- Tableau
- Google collab
- Google studio
- R Programming and Python
- MySQL

EDUCATION

MBA, Finance and Business Analytics
8.28(Ongoing)
Ramaiah Institute of Technology

BSc (Hons) PCMS – 8.42 (2022)
Ramaiah University of Applied Sciences.

PUC, PCMB – 76% (2018)
Vision PU College

SSLC-9.0 (2016)
Sri Chaitanya Techno School

LANGUAGES

- English
- Kannada
- Telugu
- Hindi

CASE STUDIES

- **IPL Dataset**

Analyzing player performance and valuation in the Indian Premier League, we explored metrics of 130 players. Utilizing Lasso, Ridge, and ElasticNet Regression techniques, we identified significant predictors impacting player valuation, providing insights into player performance and valuation dynamics in the IPL.

- **SA Heart Dataset**

Here, we aimed to predict heart disease occurrences in males from a high-risk region in South Africa using the 'SA Heart' dataset. With data imbalance addressed through upsampling, logistic regression, KNN, and Random Forest models were built and refined using GridSearch CV, improving accuracy in predicting heart disease occurrences.

- **Bank Dataset**

Our objective was to predict customer response to a term deposit campaign using the 'Bank Marketing' dataset. We addressed dataset imbalance with upsampling techniques and developed logistic regression and KNN models. Hyperparameter tuning via GridSearch CV optimized model performance, enhancing our ability to predict campaign responses.

- **Advertising Dataset**

Our goal was to predict future sales based on advertisement spends across TV, Radio, and Newspaper channels using the 'Advertising Dataset'. Employing the Gradient Descent algorithm, we built a regression model, optimizing parameters to enhance predictive accuracy. This facilitated improved sales forecasts and informed marketing strategies

- **Mall Customer dataset**

Using K-Means and Hierarchical Clustering, we segmented mall customers based on Gender, Age, Income, and Spending Score. This allowed us to identify distinct customer groups for targeted marketing strategies, enhancing satisfaction and driving growth

CERTIFICATIONS

- Introduction to Business Analytics from Udemy
 - Workshop on Data analytics using Power BI from TechTip24
 - 2024 Business Analyst Workshop: Excel, Stats, SQL, Tableau from Udemy
 - The complete financial analyst from Udemy
 - Data visualization in R
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Declaration: - I solemnly declare that the information in this resume is true to the best of my knowledge and belief

Y.A. Niveditha