GREAT LAKES
INSTITUTE OF MANAGEMENT
Global Mindset - Indian Roots

Name: Shankara Ramasubramanian A S
Phone: +91 9600898018
Email ID: shankarswaminathan07@gmail.com

greatlearning

SUMMARY

- Entry-level analytics professional. Holds 2+ years of experience in UI Design which made me passionate about building models that fix problems. A hardworking individual now looking forward to taking more responsibilities, grow and contribute to the firm.
- **GitHub:** shankarsubramanianAS | **Kaggle**: shankarsubramanianas
- **LinkedIn**: www.linkedin.com/in/shankarsubramanianas

KEY SKILLS

- **Languages**: Python, SQL
- **Operating System**: Windows, MacOS
- **Skills**: Machine Learning, Data Science, Exploratory Data Analysis, MS Word, MS Excel
- **Python**: Seaborn, Matplotlib, NumPy, Pandas, Scikit- Learn, Stats models.
- **IDE**: Jupyter Notebook, Google Collaboratory, PyCharm.
- **Data Stores**: Query and manipulate data in RDBMS, SQL data lake. Proficient in working with SQL
- **Data query and Data manipulation**: SQL
- **Design Tools**: Adobe Creative suite, Figma, Sketch Book

- **Supervised and Unsupervised Machine Learning**: Machine Learning. Natural Language Processing & Understanding, Machine Learning algorithms.
- **Machine Learning Methods**: classification, regression, prediction, dimensionality reduction, density estimation, and clustering.
- **Professionalism**: Presentation, Reporting, Collaboration, and Consulting.
- **Communication**: Easily get along with the team members and has excellent written and verbal communication
- **Reporting**: Combine insights from an array of data sources into clear, and actionable initiatives that drive strategic advantage and solutions

PROFESSIONAL SUMMARY

Design Lead, HUGE Group   **May 2018 – Jan 2021**

- Experienced in Logo Design, UI Design, Digital art, 3D Modelling, Video Editing, Content creation & storyboarding
- Work with the brand team to produce new ideas for company branding, promotional campaigns, and marketing communications
- experience in developing user-friendly and engaging mobile applications for businesses across the industry.
- Brainstorming and developing beautiful, agile, scalable, and innovative UI UX designs for mobile applications.
- Optimizing websites and web applications to be mobile-friendly and convenient for people to search, navigate, and buy products or services.

ACADEMIC PROJECTS

- **Retail Analytics**

o A retail company wants to run a machine learning model to rank customers based on the likelihood of generating revenue when shopping on the web.
o The goal is to perform a series of specific actions for customers who are most likely to make purchases on the web with the offers they are being provided based on their interests and previous visits.
o A clear visualization with Tableau of the ranked customers based on their entry-exit rates, special days such as holidays, Father's Day, etc.,

   Key skills: EDA, Classification, Clustering, and Visualization

- **Insurance Claim Prediction**

  o Performed Data Cleaning and Exploratory Analysis.
  o The claim predict is obtained by building a linear regression model.
  o The performance of the model is increased using regularization techniques.

  Key skills: Python, EDA, Tableau, Feature Engineering, Random Forest Algorithm.

- **Database Management**

  o This includes SQL based projects to get the understanding of various industry domains such as HR Management, Sales and Distribution, Banking, and Inventory. Key Skills: DML, Joins, Subqueries, Window Functions

  Key skills: DML, Joins, Subqueries, Window Functions

OTHER CERTIFICATIONS

- Advanced UI | UX design (Udemy)
- Python by Mohammed H. Rafiel (Udemy)

EDUCATION

Course	Institution	Year	Remarks
PGP-Data Science & Engineering	Great Lakes Institute of Management	2021	Pursuing
BE/B. Tech	P.A. College of Engineering and Technology	2018	64.00%
12th Std	Srinivasa Vidhyalaya	2014	73.08%
10th Std	Srinivasa Vidhyalaya	2012	81.06%