VISMAYA PRAKASAN

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EXPERIENCE

Zenzys Solution Private Limited   **August 2022 - Mar 2023**
Analyst Intern   *Coimbatore, India*

- Built interactive dashboards for sales, cost, and profitability using Zoho Analytics, driving 30% faster reporting and informed decision-making across teams
- Cleaned and prepped multi-source customer data, improving accuracy by 25% and applying RFM analysis to uncover and segment high-value customer groups
- Enabled non-technical stakeholder understanding by using Zia Insights to generate automated narratives and detect hidden data trends
- Enhanced real-time analytics access by testing and implementing Mobile BI app features for seamless cross-device performance

RFID Tags and Services   **Feb 2021 – August 2021**
Analyst Intern   *Thane, India*

- Analyzed PCB performance data using Python and SQL, identifying signal inefficiencies and reducing manufacturing defects
- Designed dashboards to monitor SPI-Ethernet communication, reducing data latency by 30% and improving real-time diagnostics
- Engineered a predictive model utilizing system log data to forecast impending hardware malfunctions and facilitated preemptive maintenance, resulting in 500+ hours of reduced downtime.

SKILLS

Analysis & Visualization Tools: Power BI, Tableau, Microsoft Excel, Zoho
Programming Languages: SQL, Python
Database and Cloud Platform: Microsoft SQL Server, MySQL, Hadoop MongoDB, Microsoft Azure
Machine Learning Frameworks: XGBoost, Neural Networks, Scikit-learn
Software Development Methodologies: Agile, Waterfall, ITIL
Other skills:EDA, Data cleaning,Cross-Functional Collaboration, Communication

PROJECTS

Fake Job Posting Detection with Dialer-Based System | *Jupyter, Data Mining*   **Aug 2023 – Feb 2025**

- Processed 500,000+ job postings using Bernoulli Naive Bayes & Exact Bayes, achieving F1 scores of 0.93 and 0.96 and created a threshold-based dialer system using SMOTE and Laplace smoothing to optimize fraud detection accuracy
- Boosted classification performance by benchmarking execution time and refining feature selection techniques

Retail Rocket Re-commender System | *Python, SQL*   **Aug 2023 – Feb 2025**

- Trained on 1M+ retail transactions, leveraging XGBoost and Neural Networks, achieving an R^2 score of 0.69
- Deployed model on AWS Lambda, improving recommendation speed by 30%

Amazon Prime Analytics | *Power BI and SQL*   **Aug 2023 – Feb 2025**

- Developed Power BI dashboard analyzing 3 years of user engagement data, content trends, and subscription metrics
- Optimized storage efficiency using Azure Data Lake, reducing query times by 40%

Coffee Beans Sales | *MS Excel, SQL*   **Aug 2023 – Feb 2025**

- Constructed an Excel-based dashboard analyzing 200,000+ sales records, uncovering that loyalty card holders contributed to 70% of high-value purchases, helping identify customer segments with higher repeat purchase rates

Land-cover Classification of Satellite Imagery | *Deep Learning, Jupyter*   **Aug 2021 – May 2022**

- Processed satellite images dataset, using 2D-3D hybrid CNN architecture, achieving 95% classification accuracy
- Reduced model inference time by 25% through hyper-parameter tuning; documented architecture and training results

EDUCATION

University of Texas at Arlington   **Aug 2023 - May 2025**
Master of Science in Information Systems, GPA: 3.6/4.0   *Arlington, TX*
Coursework: Data Mining, Business Statistics, Data Warehousing, Data Visualization, Project Management, HR Analytics, Cloud Computing

Mumbai University   **Aug 2018 – May 2022**
Bachelor of Engineering in Electronics and Telecommunication   *Mumbai, India*
Coursework: Database Management,Image Processing and Machine vision, Big Data, Data Compression and Encryption

LEADERSHIP & AWARDS

- Won Department-level Project Competition at Pillai College of Engineering, awarded Rs 10,000
- Orchestrated PCE Journal of Electronics & Telecommunication, reaching 500+ students and faculty with each issue
- Co-authored and published a peer-reviewed paper on deep learning in IJCA Journal   View Publication
- Volunteered with Nehru Yuva Kendra Sangathan to support youth development and community outreach initiatives
- Graduate Business Analytics Certificate from UTA   View Certification
- Human Subjects Protection Training from UTA   View Certification