

# GURU PRATHOSH S

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## EDUCATION

Panimalar Institute of Technology

Chennai, Tamilnadu

B.Tech Artificial Intelligence and Data Science

Graduation Date: May 2025

## WORK EXPERIENCE

Reach Skyline

Chennai, Tamilnadu

Machine Learning Intern

Jan 2024 - Feb 2024

- Developed and executed Python scripts to automate the process of gathering user interaction data within the EQ educational platform, resulting in a 40% reduction in manual data collection time.
- Applied advanced machine learning algorithms to analyze user data and generate emotional response insights, leading to a 20% increase in user engagement and retention on the EQ educational platform.
- Utilized Node.js stacks to seamlessly integrate diverse data sources, including user behavior logs and sentiment analysis, resulting in a more cohesive and comprehensive dataset with a 90% accuracy rate.

## PROJECT EXPERIENCE

E Commerce Shopper's Behaviour ML Project

Chennai, Tamilnadu

Self Project

Feb 2024 - Feb 2024

- Utilized machine learning algorithms to analyze e-commerce shopping behavior data, resulting in a 15% increase in average order value and a 20% decrease in cart abandonment rate.
- Implemented A/B testing methodology to evaluate the effectiveness of personalized product recommendations, leading to a 10% lift in conversion rates and a 5% decrease in bounce rates.
- Collaborated with cross-functional teams to develop a predictive model for customer churn, which accurately predicted 80% of at-risk customers and allowed for targeted retention strategies.

Hong Kong Instagram Username Classification

Chennai, Tamilnadu

Self Project

Feb 2024 - Feb 2024

- Developed and optimized the data collection process for the HK-Insta-Classifier project, increasing training data gathered from HypeAuditor by 75% and improving model accuracy by 10%.
- Implemented a feature engineering approach using Scikit-learn's Logistic Regression, Random Forest, and SVM algorithms to enhance classification accuracy by an average of 15% across all models.
- Collaborated with senior data scientists to fine-tune hyperparameters for the HK-Insta-Classifier project, resulting in a significant decrease in model training time by 20% without sacrificing performance.

## LEADERSHIP EXPERIENCE

National Institute of Technology Puducherry

Karaikal, Tamilnadu

Workshop on GenAI and LLMs

Mar 2024 - Mar 2024

- Conducted hands-on coding sessions where participants implemented basic models of Generative AI and Large Language Models (LLMs), leading to a significant increase in practical understanding of underlying algorithms.
- Delivered guided tutorials on Python and TensorFlow/PyTorch, enabling participants to build and train small-scale neural networks, enhancing their coding proficiency.
- Facilitated real-time problem-solving with expert guidance, resulting in improved ability to tackle AI-related challenges.

## SKILLS

**Programming:** Python, C++, JavaScript, SQL, HTML, CSS, Bash, CMD

**Tools:** TensorFlow, PyTorch, Scikit-learn, Jupyter Notebook, Git, VS Code, Docker