A. P. I. Bharath Bhooshan Menon

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Experience (7 Years)

Research Analyst, *(Sweans Technologies Pvt. Ltd.)*   **Calicut, Kerala** *12/2017 - 12/2023*

- Led a multi-year initiative focused on identifying and removing terrorism-promoting content online that resulted in a safer online environment.
- Tracked trending video game charts on YouTube, providing clients with data-driven insights to optimize decision-making.
- Mentored a team of analysts, ensuring top-notch quality across projects through cultivated expertise.
- Formalized and audited comprehensive documentation for multiple projects, ensuring clarity and knowledge transfer.
- Spearheaded data wrangling to clean and engineer features, crafting impactful charts that illuminated results for client presentations, delivering insights to major clientele boosting their understanding and satisfaction.
- Harvested customer sentiment through social media and article analysis, then developed data-driven marketing strategies that skyrocketed product engagement. Achieved significant improvements in engagement metrics.
- Leveraged sentiment analysis tools to glean customer reactions to a new product launch, pinpointing key areas for improvement, which resulted in a significant reduction in negative feedback.
- Championed event tracking by anticipating client needs and orchestrating the delivery of timely intel on major entertainment events. This boosted client satisfaction and helped them maximize event effectiveness.
- Streamlined server performance by monitoring and providing actionable feedback for AWS server optimization, resulting in efficiency gains.
- Monitored online channels to intercept leaked product content, protecting client intellectual property.

Research Analyst, *(Genius Group Global)*   **Calicut, Kerala** *12/2016 - 09/2017*

- Leveraged customer demographics, usage patterns, and competitor data gathered through surveys, social media sentiment analysis, and market reports to streamline the product's data lifecycle by reducing the steps involved by 20%.
- Executed the design of the LMS flowchart for the educational application, leading to a surge of 37% in user engagement.
- Conducted comprehensive data analysis, resulting in the measurable improvement in the final deliverable's quality.
- Spearheaded campus recruitment efforts at nearby engineering college, resulting in the hiring of 31 qualified candidates.
- Managed all aspects of on-campus recruitment events, including logistics and scheduling.
- Calculated and communicated accurate salary information to HR for timely and error-free payroll distribution.

Education & Certifications

Bachelor of Technology (Computer Science & Engineering) *University of Calicut*   **Calicut, Kerala** *2013-2017*

Relevant Courses: Data Structures and Algorithms, Engineering Mathematics, Operating Systems and Computer Networks, Software Development Principles.

Position of Responsibilities: Student co-ordinator for Innovation and Entrepreneurship Development Club.

Python for Data Science and Machine Learning Bootcamp *Udemy*   *Feb. 2024*

Projects & Skills

- **Face Recognition** using PyTorch: Implemented a face recognition classifier which is run across 31 labels (celebrities) with 49 images per label.
- **Heart Failure Prediction** by Analysing Clinical Records: Analyzed the factors involved in heart failure in patients and developed a model to predict patient survival.

SQL - Python - Pandas - Microsoft Office (Excel) - Matplotlib - Seaborn - Plotly - Tableau - PowerBI - Streamlit - Deep Learning Frameworks (TensorFlow, PyTorch) - Machine Learning (Supervised & Unsupervised) - Natural Language Processing (NLP) - Neural Networks - Web Scraping (BeautifulSoup) - Data Mapping - PySpark - Data Migration