

Rahul Ramachandra Shetty

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EDUCATION

University of Colorado, Boulder

Master of Science in Data Science | GPA: 3.84/4.0

Boulder, United States

Aug 2023 – May 2025

Dayananda Sagar College of Engineering

Bachelor of Engineering in Telecommunication Engineering | GPA: 3.5/4.0

Bengaluru, India

Aug 2016 – Aug 2020

TECHNICAL SKILLS

Languages: Python, R Programming, Java, C/C++, HTML/CSS, JavaScript, TypeScript, Object Oriented Programming

Databases: SQL, MongoDB, Snowflake, BigQuery

Libraries: Pandas, NumPy, Scikit-Learn, Beautiful Soup, PyTorch, TensorFlow

Data Visualization Tools: Power BI, Matplotlib, Seaborn, Integration Tools, Tableau

Technologies/Frameworks: PySpark, Kafka, PineCone, GIT, AWS (S3, Glue, Lambda, Athena, QuickSight), GCP (Cloud Storage, Compute Engine, BigQuery), Mage, Docker, Kubernetes, Jupyter Notebook, VS Code.

WORK EXPERIENCE

HappiNest.AI, Florida, United States | AI Engineering Intern

Jun 2024 - Nov 2024

- Developed an AI-powered marketing automation pipeline using Perplexity API (Llama-3 Sonar Large 32K) to generate ad content, optimizing model parameters for engagement and reducing manual effort by 50%
- Implemented content refinement and sentiment analysis via Azure AI Studio, leveraging NLP techniques to adjust tone, sentiment, and brand alignment, improving content quality by 40%
- Automated end-to-end social media publishing with Ayrshare API, writing Python scripts for authentication, scheduling, and multi-platform distribution, increasing post frequency by 60%.
- Engineered a scalable data pipeline using Azure Blob Storage, integrating BlobServiceClient for efficient dossier storage, ETL workflows with Pandas, and robust API error handling.

Moengage, Bengaluru, India | Data Analyst

Oct 2022 - Jul 2023

- Developed advanced analytics frameworks using SQL and Python (Pandas, NumPy) to extract, clean, and transform large datasets, ensuring data integrity for strategic insights
- Designed and executed A/B tests leveraging statsmodels, scikit-learn, and statistical methodologies (t-tests, ANOVA) to measure engagement impact, improving user retention by 25% and increasing cross-sell opportunities by 20%.
- Built and deployed predictive ML models (logistic regression, random forest) for churn prediction and audience segmentation, boosting user satisfaction by 15% and reducing bounce rates by 20%.

Accenture, Bengaluru, India | Application Development Analyst

Nov 2020 – Sep 2022

- Designed and implemented data validation pipelines using SQL, Power Query, and DAX to ensure the accuracy of critical business metrics (Risks, Actions, Issues, Deliverables) across enterprise reporting dashboards
- Optimized Power BI performance by refining DAX calculations and query folding techniques, reducing report load times by 15%, leading to faster insights and improved operational efficiency.
- Performed data integrity checks on Agile tools (Sprint Planner, Retrospective, Daily Standup, Report Automation), ensuring reliable and consistent automated reporting workflows.
- Established data governance frameworks by collaborating with product owners, scrum teams, and stakeholders, ensuring standardized reporting, version control, and compliance with enterprise data policies.

ACADEMIC PROJECTS

Coal Insights: Predictive Modeling and Analysis of Carbon-Intensive Shipments

Aug 2024 – Nov 2024

- Developed a machine learning pipeline to predict coal shipment carbon intensity, processing 20,000+ records from the EIA dataset, achieving a 69% accuracy using optimized SVM (RBF Kernel) and AdaBoost models.
- Engineered and optimized 5+ classification models (Logistic Regression, Decision Trees, Naïve Bayes, SVM, and Ensemble Learning) by tuning hyperparameters and testing different kernel functions, leading to 15% improvement in model performance.
- Implemented PCA & Association Rule Mining to identify hidden relationships between coal properties, reducing feature dimensionality by 40% while preserving key predictive information..

Uber Data Analysis

Nov 2023 – Dec 2023

- Loaded 100,000+ Uber trip records into GCP Cloud Storage, enabling public accessibility and efficient data processing. Deployed Mage on GCP Compute Engine to orchestrate data workflows.
- Leveraged Python (pandas) within Mage to clean and transform raw trip data, achieving 99% data accuracy via robust dimensional modeling techniques.
- Optimized SQL queries in BigQuery, reducing processing times by 25%. Created an interactive Looker Studio dashboard, boosting reporting efficiency by 40%.

CERTIFICATIONS

AWS Certified Data Engineer - Associate

Udemy: Java Masterclass - Beginner to Expert Guide: Java & JavaFX