# **YS NASHITA AFRAH**



## ACADEMIC PROFILE

PGDM – Business Analytics	7.1 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Tech – Civil Engineering	63.4 %	G. Pulla Reddy Engineering College, Kurnool	2022
Class XII (BIEAP)	71.70 %	Narayana Junior College, Anantapur	2018
Class X (BSEAP)	83.60%	C.V.R.E.M. High School, Anantapur	2016

## **AREAS OF STUDY**

Artificial Intelligence and Machine Learning, Business Requirements Analysis, Data Visualization, Project Management, Business Forecasting, Unstructured Data Analytics and Data Preprocessing.

## **INDUSTRY PROJECT(S)**

#### Evaluating Stock Performance and Risk: Analyzing Average Returns and Beta for Major Indian Banks Using Python

- Conducted comprehensive analysis of expected returns and beta values for SBI, HDFC, ICICI, and Bank of Baroda over a six-month period
   Calculated beta values as follows: SBI (1.25), HDFC (0.98), ICICI (1.10), and Bank of Baroda (1.35)
- Conducted hypothesis testing and found that ANOVA revealed significant differences in average returns among banks (p-value = 0.03), while T-tests showed that SBI and Bank of Baroda had betas significantly different from the market beta, whereas HDFC and ICICI's betas were not.

#### **Comparative Analysis of Predictive Accuracy for Various Machine Learning Model**

- Evaluated and compared models like CART and Neural Networks, with accuracy metrics ranging from 0.492 to 0.506.
- Found similar performance across traditional and advanced models, with minor variations due to Lasso and Ridge techniques.
- Identified the need for further model tuning to optimize performance.

## ACADEMIC PROJECT(S)

Optimizing Pothole Repair: Leveraging Infrared Technology and Nanomaterials for Enhanced Efficiency and Cost Savings

- Researched and proposed innovative solutions to minimize pothole repair time and costs by utilizing Infrared Pothole Repair technology and nanomaterials
- Successfully completed project within three months, significantly enhancing efficiency and achieving substantial cost savings of approximately 30 crores.

#### Designing an Interactive Resume: Enhancing Professional Presentation and Impact with Dynamic Visualization Techniques

- Designed a dynamic resume that visually showcases professional accomplishments, skills, and experience to enhance presentation.
- Evaluated its effectiveness based on the clarity and impact it had on potential employers' understanding of qualifications.
- Utilized advanced design tools and techniques to create a visually appealing and informative resume. Successfully completed the project within two weeks.

### CERTIFICATIONS

Fundamentals of Business Analysis	Starweaver (Coursera)	2024
SQL	EdLightened	2024
Creating Dashboards and Storytelling with Tableau	University of California, Davis (Coursera)	2024
Project Management Capstone	IBM (Coursera)	2024
Python	EdLightened	2023
Statistics for Decision Making	EdLightened	2023
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023

POSITIONS OF RESPONSIBILITY		
JAGSoM, Bengaluru	<ul> <li>Organized and executed 12 events, managed logistics and setup, secured and managed ₹50,000 in sponsorships, and led teams of 20 volunteers.</li> </ul>	
ACCOMPLISHMENTS		
Competitions and Activities	<ul> <li>Led and organized event for Doctoral Consortium at JAGSoM as part of Cultural Committee.</li> <li>Achieved second place in district open stage drama competition with performance on "Beti Bachao Beti Padhao"</li> <li>Volunteered as facilitator in Bright Future NGO Mumbai.</li> </ul>	
SKILLS	SQL, Python, Excel, Data Visualization (Tableau)	

JAGSoM Placement Season 2024-2025