# **SANJUKTA RAYCHAUDHURI**



ACADEMIC PROFILE			
PGDM Business Analytics	7.6 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.Tech Electrical and Electronics Engineering	82.60 %	Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad	2019
Class XII (ISC)	76.20 %	Gitanjali Senior School, Hyderabad	2015
Class X (ICSE)	82.00 %	Gitanjali Senior School, Hyderabad	2013

#### **AREAS OF STUDY**

Business Data Visualization, Business Forecasting, Data Management Systems and Data Engineering, Introduction to Artificial Intelligence and Machine Learning, Big Data Analytics in Cloud, Al Applications in Business, Cloud Computing for Business Value

WORK EXPERIENCE(S) 2 Years 9 Months

# **Tata Consultancy Services, Hyderabad**

#### **Systems Engineer**

**June 2019 – February 2022** 

- Collaborated with a Fortune-500 Company as part of a team responsible for constructing and managing the digital network.
- This network facilitated over 600 providers in delivering broadband services to a diverse range of locations, including homes, hospitals, schools, and businesses of varying sizes.

## **ACADEMIC PROJECT(S)**

### **Cloud Powering Space Exploration**

- **Objective:** The study aims to compare AWS, GCP, and Azure to identify their strengths and weaknesses for satellite operations and space situational awareness, helping organizations choose the best cloud solution for their needs.
- Tools Used: Case Studies and Use Cases
- Outcome: NASA chose AWS and Azure over GCP due to their strong compliance support, cost flexibility, and advanced data storage, processing, and AI/ML capabilities aligned with NASA's needs.

#### **Industry Analysis of Mobile Phones in India Using Unstructured Data**

- **Objective:** To analyse India's mobile phone industry using unstructured data analytics to assess market dynamics, consumer preferences, and product performance, providing strategic recommendations to enhance competitiveness and customer experience.
- Tools Used: Web Scraping Tools, Sentiment Analysis, Machine Learning Models and Text Preprocessing Tools
- **Outcome:** The analysis provided data-driven insights into market trends and consumer sentiment, enabling mobile manufacturers to enhance product offerings, marketing strategies, and competitiveness.

# Share Price Prediction for Godrej Properties Limited Listed on the National Stock Exchange of India

- **Objective:** To develop an AI and ML-driven approach for forecasting stock prices of Godrej Properties Limited on the NSE, using predictive models to enhance the accuracy of financial predictions.
- Tools Used: Predictive Modeling (ARIMA) and Model Evaluation Techniques (MAE and RMSE)
- Outcome: The AI-driven approach achieved 84% accuracy in five-day stock price forecasts for Godrej Properties, providing actionable insights
  and validating the model's reliability for informed investment decisions.

# Googling Google: Overview of Google's Performance, User Engagement, and Strategic Insights

- **Objective:** Examine Google's milestones, user-revenue relationship, global presence, and product-wise user base.
- **Tools Used:** Data analysis, research methods and visualization tools.
- Outcomes: Identified user discrepancies, strengths, challenges, and recommendations for improving user data privacy and expanding services.

#### **Elevating Customer Satisfaction with Digital Innovation at McDonald's**

- **Objective:** Enhance McDonald's customer experience through digital solutions for streamlined operations, efficient service, and personalized interactions.
- **Tools Used:** Test case scenarios tested using PostgreSQL.
- Outcomes: Expected improvements include better customer experience, reduced wait times, personalized engagement, enhanced insights, improved employee performance, and support for sustainability goals.

# **CERTIFICATIONS**

Getting Started with R	Coursera Project Network (Coursera)	2024
Use Python for Non-Data Role	Coursera Project Network (Coursera)	2024
SQL for Data Science	University of California, Davis (Coursera)	2024
Visual Analytics with Tableau	University of California, Davis (Coursera)	2024
Neural Networks and Deep Learning	DeepLearning.Al (Coursera)	2024
Fundamentals of Business Analysis	Starweaver (Coursera)	2024
Data Science Job Simulation	BCG X (Forage)	2024
GenAl Job Simulation	BCG X (Forage)	2024

### **POSITIONS OF RESPONSIBILITY**

# Chief Information Officer - Kanyathon

2023 - 2024

JAGSoM, Bengaluru

- Oversaw IT and registration for the event.
- Managed registration procedures and participant data confidentiality; handled BIBs, timing chips, T-shirts, and goodie bags.
- Aligned technology with organizational goals, ensuring efficient registration and data security.

#### **ACCOMPLISHMENTS**

# **Competitions** and Activities

- IoT Car Dashboard during TCS AIP Remote Internship
- On the Spot Award and Star of the Month at Tata Consultancy Services
- Author of the book The Prisoner of the Past under Book Squirrel Publications
- Co-authored 35+ Anthologies under various book publications

# **SKILLS**

C, Java, Understanding of IoT, Microsoft Office, Power Bi, Tableau, SQL, Python