## **NEELIMA DIXIT**

□ +91 7376726628 | Macelimad23@iitk.ac.in | Image | Neelima Dixit | O Neelimad

Education				
Degree/Certificate  M. Tech (Department of Management Sciences)		Institute Indian Institute of Technology, Kanpur	CPI/%	Year 2023 - Present
Higher Secondary Education		K.V. SECL Jamuna Colliery	74.6%	2017
	Secondary Education	K.V. SECL Jamuna Colliery	6.4	2015
Linear Reg	gression (Self Project)			
Objective	To determine whether the company's efforts should be directed towards enhancing the mobile app experience or the website to optimise revenue generation.			
Approach	<ul> <li>Utilized distplot visualisation, assessed multicollinearity through correlation examination, and verified heteroskedasticity using residual plots.</li> <li>Conducted data pre-processing involving null value handling and outlier treatment through the winsorisation technique.</li> <li>Executed feature selection by considering p-values, employing tools such as Statsmodels and Scikit-learn for constructing predictive models.</li> </ul>			
Result	<ul> <li>User engagement with the app significantly influences revenue, surpassing the impact of website usage.</li> <li>Attained an adjusted R2 of 90% using the conclusive OLS model, featuring a mere nine input variables, all with a confident 95% level of significance.</li> </ul>			
Link	© E-Commerce			
Logistic Re	egression (Self Project)			
Objective	To develop a predictive model that determines whether an internet user will click on an advertisement on a company website using the user's features.			
Approach	<ul> <li>Visualized distribution plots and investigated multicollinearity through correlation matrix analysis.</li> <li>Applied one-hot encoding and conducted outlier removal using the interquartile range method.</li> </ul>			
	• Conducted feature selection based on <b>p-values</b> and used Statsmodels and Scikit-learn to construct predictive models.			
Result	Achieved Test accuracy of 91% and Test F-1 score of 91%			
	<b>○</b> Advertising			
Link	• Advertising			
	k & Skills (*in progress)	odelling for Business Analytics*   Introducti	on to Com	outing (Java)*
Coursewor	k & Skills (*in progress)	odelling for Business Analytics*   Introducti	on to Com	outing (Java)*
Coursewor Relevant	k & Skills (*in progress)  Probability & Statistics*   Statistical M		on to Comp	outing (Java)*
Coursewor Relevant Courses	Probability & Statistics*   Statistical M Operations research for Management*	s Udemy)	on to Comp	outing (Java)*
Coursewor Relevant Courses Online	Probability & Statistics*   Statistical M Operations research for Management*  Microsoft Excel (Excel for Beginners)	s Udemy) y)	on to Comp	puting (Java)*

## Achievements & Extracurriculars

Soft Skills

Working as Media and culture DoMS MTech IITK Coordinator, The activities conducted are Maintaining overall data of
each student, Developing content for the website, social media, and maintaining the website, Organizing Cultural events like
Freshers, Farewell and Treasury management.

Leadership | Adaptability | Team Work | Problem Solving | Time Management | Critical Thinking

- GATE Rank 384 in PI GATE Year 2023 conducted by IIT KANPUR.
- National level Hand Ball player. Played for Raipur region, Jabalpur region. Played till Quarter final and contributed as a substitute captain.
- **Co-ordinator** in Techy shot (**Technical fes**t at Feroz Gandhi institute of Engineering and technology).
- Team Captain for Intercollege Basket-ball Championship in Feroz Gandhi institute of Engineering and technology.