AMIT SONI

+91 7300293419 | amitsoni24@iitk.ac.in | Amit | Amit

EDUCATION

Degree/Certificate	Institute	CGPA / %	Year
M. Tech (Department of Management Sciences)	Indian Institute of Technology, Kanpur	-	2024 - Present
B.E. (Mechanical Engineering)	MBM Engineering College, Jodhpur	8.22 CPI	2018-22
Higher Secondary Education (CBSE)	J N Vidyalaya, Pachpadra	83.60 %	2017
Secondary Education (CBSE)	J N Vidyalaya, Pachpadra	9.6 CPI	2015

PROJECTS

E-commerce Clients Dataset | Machine Learning | Linear Regression (GitHub Link) | **(Self Project)** *August 2024*

Objective	• To analyze the impact of different customer behavior metrics on yearly spending to help an e-commerce company decide whether to focus on enhancing their mobile app experience or website.
Approach	• The dataset containing customer data including Avg. Session Length, Time on App, Time on Website, and Length of Membership. • **Exploratory Data Analysis:** Identified key relationships using visualizations like pair plots, joint plots, and regression plots. • **Models Used**: Trained a multivariable **linear regression** model using **SciKit Learn** to predict Yearly Amount Spent based on customer behavior metrics. • **Tools Used:** Python, Pandas, Matplotlib, Seaborn, SciKit Learn, Statsmodels.
Result	• Time on App influenced spending more than Time on Website, **suggesting a focus on improving the mobile app experience.**

Titanic Survival Prediction Model | Machine Learning | Classification (GitHub Link) | **(Self Project)** *August 2024*

Objective	• To develop a predictive model to determine survival chances of passengers on the Titanic based on features such as age, sex, and class.
Approach	• **Data Processing**: Handled missing values by imputing 'Age' and 'Embarked', and dropped the 'Cabin' column. Encoded categorical variables. • **Exploratory Data Analysis (EDA):** Analyzed and visualized data to understand survival patterns. • **Feature Selection**: Removed non-predictive features. • **Model Development:** Used **Logistic Regression**, splitting the data into training and test sets, and evaluated the model's accuracy.
Result	• Achieved an **accuracy** score of **80.76%** on training data and **78.21%** on test data, indicating effective model performance.

Diwali Sales Analysis (GitHub Link) | (Self Project) *August 2024*

Objective	To analyze Diwali sales data by preprocessing, exploring, and visualizing key customer and sales metrics, with the goal of identifying patterns and insights into customer demographics, purchasing behavior, and product performance.
Approach	• Imported and cleaned a dataset with over 11,000 entries, handling missing values and optimizing data types. • Conducted **Exploratory Data Analysis** to identify key customer segments and purchasing patterns. • Created visualizations using **Matplotlib** and **Seaborn** to illustrate gender, age, state, and occupation-based sales trends. • Identified top-selling products and high-revenue segments.
Result	• Improved sales by identifying most selling product categories and products which can help to plan inventory and hence meet the demands. • Highlighted higher purchasing power among females and specific age groups, guiding strategic decision-making.

COURSEWORK & SKILLS

**in progress*

Relevant Courses	**Statistical Modelling** for Business Analytics* | **Probability** & **Statistics*** | Operations Research for Management* | Introduction to Computing*
Skills	Python*| ML Libraries: NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn | SQL*
Soft Skills	Decision Making | Adaptability | Team Management | Communication Skills | Leadership | Teamwork
Certifications	• The Complete Python Bootcamp From Zero to Hero in Python Certified by Udemy. • Python for Data Science and Machine Learning Bootcamp Certified by Udemy. • The Complete SQL Bootcamp: Go from Zero to Hero Certified by Udemy.

POSITION OF RESPONSIBILITY

Alumni and Corporate Relations | M. Tech. | DoMS | IIT Kanpur

- Primary responsibility involves maintaining communication with alumni of the Department of Management Sciences (DoMS) and corporate leaders of Tech industry and invite them for webinars.

ACHIEVEMENTS & EXTRACURRICULAR

- Secured **AIR 331** in GATE 2024 Examination in **Engineering Science** conducted by IISc Bengaluru.
- **Winner** of Splash Inter College Boys **CHESS Tournament**, 2020.