

# ATHARV AVINASH RASKAR

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## Education

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**MIT World Peace University**

**CGPA 8.50**

Bachelors in Data Science and Big Data Analytics

2022-2025

## Experience

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**Founder & CFO**

Oct 2024 - Present

**Clever Clouds**

*Pune, Maharashtra*

- Spearheaded CleverClouds' financial planning, including budgeting, forecasting, and pricing strategies, ensuring profitability and sustainable growth.
- Designed scalable pricing plans for services like Instagram management, video editing, and SEO, targeting diverse client needs across industries.
- Streamlined payment processes with Razorpay, optimized cash flow, and reduced operational costs by implementing efficient financial systems.

**Founded**

Sep 2020 - Oct 2024

**Guitarek - Unleash the Inner Musician**

*Pune, Maharashtra*

- Launched a comprehensive website offering guitar notes and educational blogs, reaching over 5 million users globally.
- Developed and maintained the website, implementing SEO and content strategies that significantly boosted user engagement.
- Created a wide range of guitar resources, catering to beginners and advanced musicians, with content focused on enhancing user learning experience.
- Established a strong online presence, increasing organic traffic by 50
- Managed all aspects of the business, including content creation, digital marketing, and audience growth.

## Projects

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### Movie Rating Prediction Using Machine Learning

- Built a machine-learning model to predict movie ratings based on user behavior, movie metadata, and past ratings.
- Applied Linear Regression and Decision Trees to improve recommendation accuracy. Optimized the model through feature engineering and cross-validation, resulting in a more personalized user experience on streaming platforms.
- Technologies Used: Python, Scikit-learn, Pandas, NumPy, Linear Regression, Decision Trees, Jupyter Notebook

### Sales Analysis Dashboard Using Power BI

- Developed a comprehensive sales analysis dashboard in Power BI to monitor revenue, identify sales trends, and evaluate product performance. Leveraged interactive visualizations and real-time data connections to deliver insights for data-driven decision-making. The dashboard highlighted key patterns and uncovered sales growth opportunities.
- **Technologies Used:** Power BI, Data Visualization, DAX (Data Analysis Expressions), Advanced Formulas

## Customer Segmentation Using Machine Learning

- Implemented K-means clustering to segment customers based on purchasing behavior and demographics. Conducted exploratory data analysis (EDA) and visualized the segments to identify high-value customers and optimize targeted marketing strategies. The project improved customer retention and marketing effectiveness.
- Technologies Used: Python, Scikit-learn, Pandas, NumPy, K-means Clustering, Matplotlib, Seaborn

## Recognitions

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### Letter of Appreciation (LOA)

August 2024

Organizer, Texephyr 2024 — MIT WPU

*Pune, Maharashtra*

- Received a Letter of Appreciation for exceptional efforts in the successful organization of Texephyr 2024.
- Played a pivotal role in the event's success by managing the overall budget, guiding the department's technical committee, and ensuring seamless execution of technical aspects.
- spearheaded, resulting in the department winning the highest number of prizes among four participating departments—a milestone in eleven years.
- Handled data handling, ensuring smooth event operations and excellent user experience.
- The event saw a footfall of almost 25,000 attendees, with remarkable participation from companies.

### Letter of Recommendation (LOR)

August 2024

Organizer, Texephyr 2024 — MIT WPU

*Pune, Maharashtra*

- Awarded a Letter of Recommendation for exceptional organizational and technical skills, contributing significantly to Texephyr 2024's success.
- Led the department's technical committee with efficiency, managing the overall event budget and ensuring flawless execution of backend processes.
- Successfully handled Public Relations and purchase Requests, demonstrating exceptional leadership and time management skills.
- Played a key role in boosting the department's performance, with their participation marking a historic milestone as they won the most prizes for the first time in over a decade.
- Recognized for setting a high benchmark with technical acumen and leadership, ensuring the event's success and broad appeal.

## Technical:

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- Programming Languages: Python, SQL, R
- Machine Learning Tools: Scikit-learn, TensorFlow, Pandas, NumPy
- Data Visualization: Matplotlib, Seaborn, Tableau, Power BI
- Database Management: MySQL, MongoDB
- Cloud Platforms: Google Cloud Platform, Microsoft Azure
- Other Tools: Microsoft Excel, Jupyter, Google Analytics

## Additional Skills:

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- Data Cleaning & Preprocessing: Handling missing data, normalization, and feature scaling.
- Statistical Analysis: Hypothesis testing, regression analysis, multivariate analysis.
- Version Control: Git, GitHub
- Reporting & Documentation: Creating detailed reports for non-technical stakeholders.