

# Vyash Natarajan

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## EDUCATION

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<b>University of Texas at Arlington</b> <i>Masters in Computer Science, Major in Big Data Management and Software Engineering</i>	Arlington, TX Aug. 2022 – May 2024
<b>Sathyabama Institute of Science and Technology</b> <i>Bachelor of Engineering in Computer Science and Engineering</i>	Chennai, India Aug. 2018 – May 2022

## TECHNICAL SKILLS

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**Languages:** Java, Python, C/C++, SQL, PHP, JavaScript (React, Angular), HTML/CSS,  
**Frameworks:** React, Node.js, Flask, JUnit, WordPress, Material-UI, FastAPI  
**Software Development:** Agile (scrum, kanban), Debugging, Performance, Load and Security Testing  
**Database and Big Data:** MySQL, MongoDB, Hadoop, Database Design, Management, Analysis, Visualization.  
**Libraries:** pandas, NumPy, Matplotlib  
**Machine Learning:** Algorithm ( regression, decision trees), deep learning ( TensorFlow, PyTorch), NLP, OpenCV

## EXPERIENCE

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<b>Back-End Developer</b> <i>Slayin E-commerce</i>	Feb. 2022 – Jul. 2022 Chennai, India
<ul style="list-style-type: none"><li>• Successfully established and operated a clothing company, overseeing all aspects of the business, from website development to sales analysis and competitive research.</li><li>• Leveraged Wix to design and build a user-friendly e-commerce website, enabling customers to browse and purchase products seamlessly</li><li>• Developed and maintained a robust database system to efficiently store and manage sales and customer data. This database served as a valuable resource for tracking inventory, analyzing customer behavior, and improving sales strategies.</li><li>• Employed data analysis techniques to gain insights into customer preferences, purchase trends, and product performance. Utilized these insights to make data-driven decisions, resulting in a 15% increase in overall sales.</li><li>• Conducted in-depth competitive research to understand the market landscape. Analyzed competitors' pricing strategies, product offerings, and marketing tactics, enabling the company to position itself strategically and identify areas for differentiation.</li></ul>	
<b>Software Engineer Intern</b> <i>Adventure Technology Solutions</i>	Jan 2021 – May 2021 Chennai, India
<ul style="list-style-type: none"><li>• I contributed to a team project that involved predicting when customers might leave a telecom company using the decision tree algorithm in machine learning.</li><li>• We gathered and structured customer data to prepare it for analysis, and we enhanced the accuracy of our predictions by refining certain data points.</li><li>• We examined which customer details were the most significant and provided recommendations on how to retain customers and prevent them from leaving.</li></ul>	

## PROJECTS

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<b>People and Car Detection</b>   <i>Machine Learning</i>	Mar. 2023
<ul style="list-style-type: none"><li>• develop a real-time system for detecting and tracking people and cars, significantly contributing to improved efficiency and safety in various applications.</li><li>• We attained 87% accuracy using the YOLO algorithm and Leveraged the developed object detection system to address real-world challenges.</li></ul>	
<b>Instagram Reach Analysis</b>   <i>Data Analysis</i>	Sep. 2022
<ul style="list-style-type: none"><li>• Using data analytics techniques we analyzed Instagram reach by examining engagement metrics, follower demographics, and post-performance</li><li>• we identified factors influencing reach and provide insights for content optimization and audience targeting.</li><li>• This analysis helped increase in audience engagement and content reach.</li></ul>	
<b>Real Estate Business Site</b>   <i>Web Development; HTML/CSS, JavaScript</i>	May 2021
<ul style="list-style-type: none"><li>• Developed a business site model using HTML, CSS and JavaScript for a private real estate company</li><li>• The motive is to interact with clients digitally and more efficiently through online and also to showcase their current and future projects.</li></ul>	