

# Ribhay Singh

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## Experience

**Initialize** San Fransisco Bay Area  
Software Engineer Intern

- Led a Data Ingestion Project to acquire and integrate data from the company’s website into Adobe Experience Platform using Dataflow UI and APIs, ensuring pipeline stability.
- Leveraged Adobe Experience Platform tools and MySQL to thoroughly analyze and interpret data.
- Contributed to schema creation and data governance processes within AEP’s Experience Data Model.
- Conducted an all-inclusive demo to introduce Adobe Experience Platform to the team.
- Published comprehensive training notes into Basecamp, creating a beneficial resource for future team members.

## Education

**Arizona State University** 2021-2025  
Bachelor of Science in Data Science (Computer Science Track)  
  
Awarded Dean's List for academic excellence in Fall 2024 and Spring 2025.

## Projects

### EchoMind AI - Python, FastAPI, SQLite, Streamlit

- Developed a mental health journaling tool that summarizes and stores emotional entries using an LLM powered backend.
- Used OpenAI's GPT-3.5 model to generate emotional summaries of journal entries.
- Built REST API using Fast API for journal submission and retrieval.
- Developed an intuitive frontend to enable real time user input and submission.
- Used SQLite for persistent storage of historical entries.

### Customer Churn Prediction Model - Python, scikit-learn, Matplotlib, pandas, Numpy

- Utilized the Telco Customer Churn dataset from Kaggle to build an end to end machine learning model that predicts customer churn rate.
- Performed data cleaning, feature engineering and model selection.
- Used a multitude of Machine learning models that include Random Forest, Logistic Regression and XGBoost.
- Achieved 80% accuracy and high ROC-AUC.

### Real Estate Price Prediction Model - Python, NumPy, scikit-learn, pandas, Matplotlib, Flask, HTML/CSS

- Developed a machine learning model using Multiple Linear Regression which predicts the price of properties based on factors such as square foot area, number of bedrooms, etc.
- Used a public dataset from Kaggle and performed thorough data cleansing and preprocessing.
- Conducted exploratory data analysis (EDA) to derive trends, detect patterns, and identify outliers.
- Made extensive use of Python libraries such as pandas, scikit-learn and Matplotlib.
- Built intuitive frontend using HTML/CSS for user input and prediction display.
- Deployed the model using a Flask server for integration with the frontend.

### World Happiness Report Analysis - R (dplyr, ggplot2), Python (pandas, NumPy, Matplotlib)

- Performed an in-depth analysis of the 2019 World Happiness Report dataset using R, utilizing libraries such as dplyr and ggplot2.
- Replicated a more advanced version of the same project in Python, making use of libraries such as pandas, Matplotlib and NumPy.
- Deeply examined how economic, social and governmental factors influence global happiness scores.
- Made extensive use of visualization techniques such and regression to uncover trends and patterns.

## Skills

-Programming Languages: Proficient in Python, R, SQL, Java, C, C++ with working knowledge of HTML, CSS and Javascript

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-Software Tools: Eclipse, Visual Studio Code, Git & GitHub

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-General Data Science Skills: Expertise in data manipulation, wrangling, visualization and storytelling

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-Machine Learning Skills: Expertise in model selection , training, evaluation , hyperparameter tuning, and deployment of predictive models in real-world applications

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-Data Visualization Tools: Skilled in Power BI and Tableau

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-NLP Skills: Familiar with sentiment analysis, text preprocessing and LLMs

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-Database: Comprehensive knowledge of SQL concepts including relational database design , joins, subqueries, query optimization and data manipulation

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-Python libraries: Strong proficiency in pandas, NumPy, scikit-learn , TensorFlow, PyTorch, seaborn and Matplotlib

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-Well-versed in software engineering principles, including Agile Development methodologies, TDD and SOLID design principles

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-Proficient in Data Structures and Algorithms

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-Strong mathematical aptitude with a deep foundation in statistics and probability

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-Experience with Adobe Experience Manger and Adobe Experience Platform

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## Certifications

-The Data Science Course: Complete Data Science Bootcamp 2025

-The Complete SQL Bootcamp

-HTML, CSS, JavaScript, React - Online Certification Course

-Adobe Experience Manager | AEM Developer Masterclass