# LAKSH DOSHI

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## EDUCATION

**Thadomal Shahani Engineering College, Mumbai University, India**            **2021- 2025**

Bachelor of Engineering in Information Technology                                            **(CGPA 8.4/10)**

**Coursework:** Data Science, Database Management, Operating System, Machine Learning, Software Engineering, Data Structures & Algorithms, Computer Networking, Entrepreneurship, Python Programming.

**Jai Hind College, Mumbai, India**                                                                     **August 2021**

Higher Secondary Certificate Examination                                                              **(87.7%)**

## PROFESSIONAL EXPERIENCE

### SEO Analyst - Freelance

The Language Connectors | Remote | September 2025 – Present

- Managing website updates and improvements, ensuring smooth functionality and user-friendly design.
- Tracking engagement metrics, analysing keyword datasets, suggesting strategies for improving digital reach.

### Website Analytics & SEO Intern

The Language Connectors | On-Site | May 2025 – August 2025

- Optimized website content structure & layout, developed new web pages using WordPress, and improved SEO tags and meta-attributes of the website.
- Conducted keyword analysis on 1000+ entries from Google Keyword Planner to identify top-performing terms. Achieved **Thousand+** visitors in 3 months, which led to **7-8% improvement** in conversion rates.
- Monitored and analyzed user behavior using **Google Analytics**, **Google Search Console** & **Microsoft Clarity.**

### Search Engine Optimization Intern

Erocare Retails Pvt. Ltd | Remote | Jun 2023 – July 2023

- Worked on Improving the rank of website on the google search engine.
- Found essential keywords and its search frequency for SEO titles & descriptions using google keyword planner.

## PROJECTS AND PUBLICATIONS

### LawLense: Case Summarizer and Law RAG-Based Chatbot| [Repository](#)

- Built a legal research system by web scraping 2,400+ constitutional articles and case results from Indian Kanoon using Python and Beautiful Soup.
- Developed a **RAG-based legal chatbot using Sentence Transformers for embeddings**, enabling article explanations and case lookup with improved semantic relevance.
- Designing components for **case summarization and full-stack deployment using Gradio (frontend).**

### Retail Store Sales Analytics | [Repository](#)

- Extracted an unclean & messy dataset from Kaggle and cleaned it using Python **pandas**. Exported the refined dataset to MySQL database server using **SQLALchemy** & **PyMySQL** libraries.
- Executed complex **SQL** queries to analyze category performance, transaction trends and customer behaviour. Developed a **Power BI** dashboard to visualize key business insights and sales metrics.

### Sneaker Resale Price Prediction using Ensemble Learning Methods| [Book Link](#)

- Authored a research paper accepted by the international journal "Springer Nature Group" in May 2024, in the proceeding volume "ICT analysis and Applications, proceedings of ICT4SD 2024".
- Analyzed the StockX dataset using Python (**NumPy**, **Pandas**, **Matplotlib**) to uncover price-influencing factors.
- Achieved an $R^2$ score of 0.94 through stacking with Lasso regression, outperforming the previous research benchmark ($R^2$ = 0.93).

## TECHNICAL SKILLS

- **Analytical Tools:** Python (Pandas, Numpy, matplotlib), SQL (MySQL), MS-Excel, Power BI, Data Bricks.
- **Development:** Flutter, Dart, ReactJS, JavaScript, Firebase, GitHub, WordPress, Postman.
- **Other tools:** Canva, Google Analytics, HTML, CSS, Google Search Console.
- **Soft skills:** Analytical skills, Strong communication, Business requirement Analysis, Storytelling.

## CERTIFICATIONS

- Microsoft Business Analysis Fundamentals | Coursera | August 2025
- Web development | Udemy | August 2024