

ABHISHEK ANGADI

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PROFESSIONAL EXPERIENCE

Junior Data Scientist, Netzwerk AI Pvt Ltd

September 2023 – Present

Lookalike Audience Creation

Bengaluru, Karnataka

- Consolidated data from **5+ sources** per customer, distinguished **seed and non-seed audiences** based on segment criteria.
- Eliminated segmentation features to prevent direct classification, conducted **exploratory data analysis (EDA)**, and selected **key attributes** for model training.
- Developed a machine learning model using **Logistic Regression** as base model, reached **55% accuracy**, and improved **accuracy to 72%** by experimenting with additional models.
- Deployed the final model and applied it to the remaining dataset, excluding the seed audience. Only the **top 15 percentile** of customers, based on the scoring results, were selected as **lookalike audience**.

Dynamic State-wise Sentiment Analysis for Targeted Marketing

- Collected and analysed sentiment data across **10+ states** using advanced **web scraping techniques**.
- Increased customer insights **accuracy by 20%** through the use of sophisticated **algorithms** and **WordCloud** for sentiment analysis.
- Led a strategic data retrieval initiative from diverse sources, including **blogs, websites, and social media platforms**, enhancing data quality and improving **accuracy by 40%** through rigorous cleansing.
- Leveraged **Python** and tools like **Matplotlib, Tfidfvectorizer, and WordCloud** to improve sentiment analysis techniques, reducing **processing time by 20%**.
- Designed and implemented a data analysis and algorithm deployment strategy, driving a **17% increase in marketing effectiveness** and enabling informed decision-making.

TECHNICAL SKILLS

- Programming Languages and Libraries:** Python (Pandas, Matplotlib, scikit-learn, Seaborn, Numpy, Tensorflow).
- Machine Learning Algorithms:** Classification, Regression, Clustering, Boosting, Bagging, PCA.
- Deep Learning Algorithms:** CNN, ANN, RNN, LSTM-RNN.
- Databases:** SQL, MySQL, Microsoft SQL Server.
- Data Analysis and Statistics:** Tableau, Microsoft PowerBI, Microsoft Excel.
- ETL and Tools:** Web Scraping.
- AI Tools:** Chat-GPT, Julius AI.

PROJECTS

Dynamic Pricing Strategy -- [Python | ML | NumPy | Pandas | Sci-Kit Learn | Plotly]

- Reviewed consumer behaviour, rival rates, and market demand to manage adaptive pricing for a ride-sharing startup. Generated accurate cost estimates were attained by using **EDA** with **heat maps** and **Random Forest Regressor**, which raised **revenue and profitability by 20%**.

Amazon Reviews Sentimental Analysis – [Python | ML | NumPy | Pandas | Sci-Kit Learn | WordCloud]

- Studied sentiment in Amazon reviews using **NLP** techniques, extracted keywords with **WordCloud**, and secured **94% accuracy** with **RandomForestClassifier**.

Türkiye Student Evaluation Analysis – [Python | Sci-kit Learn | NumPy | Pandas | Matplotlib | Seaborn]

- Assessed student evaluations in Turkey using **K-Means Clustering** and **Principal Component Analysis**, categorized satisfaction levels into **3 clusters**, and evaluated performance based on feedback.

Electric-Vehicles-Market-Size-Analysis – [Python | ML | NumPy | Pandas | Matplotlib | Seaborn | Scipy]

- Devised a predictive electric vehicle market model using Machine Learning and **Forecasting**, projecting a **30% annual increase** in vehicles.
- Projected future EV market sizes by analysing **historical and current data**, forecasting trends over the **next 5 years**.

EDUCATION

Master of Computer Application, Gogte Institute of Technology

February 2022 – September 2023

Bachelor of Computer Application, RLSI BCA College

July 2018 – October 2021