ABHINAV THORAT

Machine Learning Engineer, TCS Research

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SUMMARY

Passionate machine learning professional and data-driven analyst with 2.5+ years of experience with the ability to apply ML/DL techniques and leverage algorithms to solve real-world business problems. Established ability in deploying effective predictive models across different industries to accurately forecast consumer behavior and deliver proven results.

EXPERIENCE

Deep Learning Engineer
Investment Intelligence - TCS

📅 April 2021 – Present

- Development of Deep Learning Models for Platform which is a comprehensive suite for solutions to real world Business problem revolving around dynamic personalization using ML/DL.
- Focused on Development & Optimization of Deep Learning model for Platform, which can be leveraged by the customer to improve ROI.
- Delivering State of the art Deep Learning models for generating insights and decision making.
- Generate analytical charts & visualizations for Integration with Platform to simplify Decision Making for customer based on Model Insights.
- Writing Scripts for end-to-end integration of Models in the platform.
- Simulation of Datasets with real world parameters to experiment and analyze results of DL Models.
- Collaboration with Researchers to develop and brainstorm algorithms for improving models.
- Developed Sales Upliftment model for Customer segmentation based on principle of causal inference to categorize customers for Ad/Offer Exposure to improve ROI.
- Developed Multi-touch Attribution Model with Attention Modelling algorithm for Understanding impacts of Campaigns and Channels in revenue generation.
- Developed Mix Marketing Model based on Bayesian Inference approach for improving revenue by distribution of total budget between campaigns.
- Tools: Tensorflow,Pytorch,PyMC3,PyCharm,Gitlab

Machine Learning Engineer
Liquid Intelligent Technologies - TCS

📅 Nov 2019 – Apr 2021

- Development of Business use cases based on ML/DL approach to be integrated with the platform.
- Developed Time series Forecasting Model with RNN-LSTM approach to be integrated with application for dynamic billing.
- Proposing ML model ideas to Business Unit for leveraging user's data to improvise revenue.
- POC of Recommendation Engine that can be integrated with application to suggests new services/plans to customers with collaborative filtering approach.
- Articulation of Business use cases based on thorough EDA on user's data with visualization and charts.

TECHNICAL SKILLS

Machine Learning   Deep Learning

Neural Networks   Natural Language Processing

CNN   Causal Inference   Data Analytics

Data Visualization   Predictive Analysis

Statistical Modelling   Decision Analytics

Classification Modelimg   Regression Modeling

LANGUAGES

Python
R
C/C++
Java

LIBRARIES & TOOLS

Tensorflow   PyTorch   Scikit-Learn

Numpy   Scipy   Pandas   Matplotlib

Seaborn   Plotly   Statsmodels

PyCharm   Jupyter Notebook   SpyderIDE

Visual Studio Code   Anaconda3   JupyterLab

IBM Watson   Atom

EDUCATION

Diploma in Data Science
Indian Institute of Technology,Madras
Passed Qualifier Exam
Course in Progress

📅 Apr 2022 – Present

Bachelor of Engineering.
in Electronics & Communications
Dr. D. Y. Patil Institute Of Technology, Pune University, CGPA: 7.1

📅 June 2014 – May 2018

Higher Secondary School
in Computer Science
RLT College Of Science, Akola , CGPA: 8.2

📅 June 2012 – June 2014

PROJECTS

- **Sales Uplift Modeling for Customer Segmentation:** goal to categorize customers in 4 Categories based on factual treatment effect and counterfactual treatment effect, with causal inference in Tensorflow.
- **Multi-Touch Attribution Model:** Understanding attribution(weights) for campaign in Temporal data for budget allocation and improvising revenue, along with baseline models Last touch,first touch, equal attribution and Time decay.
- **Mix Marketing Model:** Based on delayed adstock and diminishing return function, optimization of budget between list of campaign to increase revenue.
- **BERT Based Customer Sentiment Analysis:** Using pre-train BERT model for sentiment analysis on Customer review, to generate a score for satisfaction.
- **Time Series Analysis:**Based on user's call time data over the last year generation of forecast for next month usage for dynamic billing.

COURSES & CERTIFICATIONS

- Fine Tune BERT for Text Classification with TensorFlow.
  (Hands-on project.)
- Deep Learning Specialization By Andrew Ng
  (5-Course Specialization, Deeplearning.ai)
- Stanford University Machine Learning Certification By Andrew Ng.
- Data Science Professional Certification By IBM
  (10-Course Specialization)
- Machine Learning A-Z Hands-on in Python & R in Data Science.
- Complete TensorFlow 2 and Keras Deep Learning Bootcamp.
- Python for Time Series Data Analysis.

ACHIEVEMENTS

- Founded **'Astromate'** Instagram community, 80K Followers, content based on Astronomy, Astrophysics.
- Collaborated with Adobe on "Win with Platform - Best Innovative Idea" for Deep Learning on Adobe Experience Platform.
- Cleared TCS Digital 2021.
- Best Team Award TCS 2020
- First Prize in ICICI StockMind Competition.

INTERESTS & HOBBIES

- Writing Blogs on Astronomy,Astrophysics.
- Reading Books on Various Topics.
- Playing Electric Guitar.
- Playing Chess.
- Solving Rubik's Cube,Mirror Cube.