

Abhishek Vidyarthi Moguluri

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EDUCATION

The University of Texas at Dallas

Master of Science - Business Analytics – Data Science & Applied Machine Learning

May 2024

GPA 3.85

Leadership: Naveen Jindal School of Management (Graduate Student Assistant), UTD Business Analytics Leadership Council (Mentor)

Relevant Coursework: Applied Machine Learning, Predictive Analytics, Econometrics & Time-Series Analysis, Big Data, Statistics, AWS Cloud, Natural Language Processing, Causal Analytics & A/B Testing.

Jawaharlal Nehru Architecture and Fine Arts University, Hyderabad, India.

May 2019

Bachelor of Technology, Digital Data Designing

GPA 3.82

SKILLS

Technical Skills: Python, R, Hadoop, Tableau, Microsoft SQL, PySpark, AB Testing, PyTorch, Tensorflow, Matlab, Seaborn, MS Office, MS Excel, Keras, Snowflake, Pandas, Scikit-learn, Model Development, Multivariate Analysis, Feature Engine, Neural Networks, Clustering, Supervised & Unsupervised Learning, Dimensionality Reduction.

Certifications: AWS Solutions Architect, AWS Cloud Practitioner, Alteryx Designer Core.

PROFESSIONAL EXPERIENCE

Amazon - Hyderabad, India

July 2018 – July 2022

Product Manager – Machine Learning (Buyer Risk Prevention)

- Led the team that mitigated \$1.6M chargebacks for 80,000 customers by implementing a Machine Learning algorithm (Random Forest) in Mexico marketplace to optimize order pipeline queuing and reduce re-queuing.
- Achieved chargeback savings of \$340,000 by employing advanced SQL operators to analyze and extract insights from large-scale datasets pertaining to customer activities and transactions within the US marketplace.
- Utilized 5 years of sales data and consumer trends to formulate a product roadmap for Payment Initiatives, anticipating future market challenges and operational headcount forecasting for GIL payment.
- Conducted 6 A/B testing initiatives in collaboration with cross-functional teams to optimize order queues in preparation for the launch of new payment methods within the US marketplace resulting in 10% increase in customer acquisition.

Sr Data Analyst – Risk & Machine Learning

- Served as the global point of contact for payment methods, GIL, and Pay Agent across 7 marketplaces, responsible for fraud pattern detection using SQL/Redshift, quality control, and process optimization.
- Deployed Customer Escalation prediction framework to prevent social media escalations based on user journey and pain points using Machine Learning techniques such as XGBoost and clustering, which resulted in 27% decrease in escalations and 8% enhancement in Customer Satisfaction and Net Promoter Scores.
- Developed and deployed advanced time series forecasting models such as ARIMA (AutoRegressive Integrated Moving Average), SARIMA (Seasonal ARIMA), Prophet, and Exponential Smoothing methods using AWS Sagemaker

Risk Analyst – Risk & Machine Learning

- Performed root cause analysis to diagnose Tier 3 escalations within the B2B department, ensuring the prevention of phishing, identity theft, or suspicious logins of entities.
- Engineered a VBA-powered data validation and cleansing tool corrected inconsistencies in large-scale Buyer Risk datasets. This initiative led to a 6 % reduction in data.
- Implemented accuracy assessment of credit card transaction level data sources to gain insights into "Share of Wallet", providing macro and micro-level comprehension and facilitating identification of 1.3 million prospective retail customers for targeted advertising campaigns.
- Implemented 35+ high-volume data engineering Apache airflow ETL pipelines and tabular assets on AWS Cloud to support decision-making, enabling timely and accurate assessment of customer behavioral patterns.
- Conducted comprehensive analysis of customer experience key metrics trends, providing senior leadership and product managers with business decision making to drive product development, ad efficiency, survey analysis, brand enhancements and causal inferences.

Risk Analyst (Intern) – Risk & Machine Learning

- Utilized 5 years of sales data and consumer trends to formulate a data-driven product roadmap for prime day sales, anticipating future market challenges.
- Validated strategic recommendations using hypothesis testing and regression analysis, optimizing the brand portfolio of amazon essentials.
- Achieved notable accuracy scores and a maximum F1 score of 89% using Logistic Regression on imbalanced data anomaly detection.
- Executed a comprehensive analysis, encompassing data preprocessing, feature engineering, and machine learning model training.