

Akshay Bhasme

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PROFESSIONAL SUMMARY

Experienced Data Scientist and Machine Learning Engineer with a passion for leveraging data-driven insights to solve real-world business challenges. With over 5 years of hands-on experience in Machine Learning, Deep Learning, and Analytics, I bring a strong foundation in mathematics and statistics, coupled with a demonstrated ability to develop, and implement cutting-edge Machine Learning and Deep Learning algorithms. I specialize in Regression, Classification and NLP tasks, equipping me with the tools to drive data-driven decision-making. Seeking to leverage my expertise in Data Science to solve business problems and offer solutions.

PROFESSIONAL EXPERIENCE

Data Scientist - Mindshare Media, Bangalore.

Feb 2022 - Present

Project - Market Mix Modelling- MMM

- Objective: Build a MMM model on the advertising spends data using regression for optimizing spends on media channels and analyze the impact of macroeconomic and other factors on the sales.
 - Performed the data acquisition from GCP Cloud Storage and client database, data preprocessing, data validation and analysis.
 - Applied geometric adstock transformation on the media variables to introduce the advertising properties (e.g., decay, lag-lead) into the model. Used Facebook Prophet library to extract monthly trends.
 - Built nested regression model to encounter issue of collinearity. Predicted store sales with 0.93 R2 score.
 - Performed decomposition of the variables to understand the incremental effects of each media spends and external variables on sales, visualized using waterfall chart.
 - Automated adstock hyperparameter tuning and deployed MMM nested model on local machine using Streamlit.
- Libraries/Software used: scikit-learn, Meta Robyn, Facebook Prophet, DataRobot.

Data Scientist - Enrichepro Software Pvt. Ltd. Pune

Nov 2020 - Feb 2022

Project: Job title prediction (Classification problem)

- Given the features like Job description, domain info, job level, country, and other relevant features, performed NLP and feature engineering to use the text data information in predicting job title.
- Build and compared Logistic regression and tree-based ensemble models, selected XGBoost model which gave strong probability values for class labels.
- Contributed in end-to-end deployment in AWS Sagemaker, created endpoint and carried out API testing in Postman.

Project - Customer segmentation using clustering by incorporating CLTV and RFM analysis.

- Objective: Categorize the customers into High, Medium and Low value to drive the marketing efforts to maximize retention rate and acquire new customers.
- Performed data preprocessing and feature engineering to extract features like recency, frequency, monetary value (RFM), average order value, CLTV score, etc.
- Applied K-means clustering algorithm on the data with all the necessary features to segment the customers.
- Delivered results using dashboard and performed monitoring and retraining of the model.

Data Science Analyst (CSM) - ICICI Lombard GIC, Mumbai

Jan 2020 - Nov 2020

Project: Fraud claims prediction and integration of the flagging system in the software.

- Objective: Classification of the fraudulent claims and flagging them in the initial stages of claim process.
- Developed understanding of business problem and contributed in designing project stages.
- Performed Data acquisition, preprocessing, EDA, and feature engineering to derive new features from existing. Used transfer learning using BERT to extract word vectors for text data i.e., cause of accident.
- Extracted the data using SQL and preprocessed the big data using parallel computing systems like Dask.
- Trained Logistic regression as base model and finalized Random Forest after comparing other models.
- Generalized the model by testing it against the test queries to make the model production ready.

Project: Segmentation of low, medium, and high liability claims using clustering.

- Objective: Segmenting the claims in low, medium, and high liability claims to maintain equal workloads amongst surveyors as well as assigning high liability claims to external surveyors.
- Developed understanding of business problem and performed data acquisition, data preprocessing and EDA.
- Used domain knowledge and feature engineering techniques to derive the new features from existing.
- Used K-means clustering to cluster the claims in low, medium, and high liability claims.
- Developed a rule-based system with the help of IT team to maintain the workload within surveyors.

Claims Analyst (Executive) - HDFC Ergo GIC, Mumbai

Aug 2018 - Dec 2019

Project: Fraud insurance claim prediction and alerting.

- Objective: Classification of the fraudulent claims and integrating it with app that will send notification alert.
- Performed data extraction from company's database using MySQL, stored and maintained updated data.
- Performed preprocessing like, removing duplicate and missing value rows etc., using Python and Excel.
- Completed basic EDA using Python and Tableau and presented the insights of the data before team.
- Performed other supporting tasks to build and productionize the model.

SKILLS AND COMPETENCIES

- **Language:** Python, SQL, R
- **Machine Learning:** Data Mining, Deep Learning, CNN, RNN, LSTM, Natural Language Processing, NLP, Linear Models, KNN, SVM, Naive Bayes, Random Forest, GBDT, Clustering, K-Means, statsmodels, pandas profiling, cloud deployment.
- **Tools:** TensorFlow, Keras, Scikit-Learn, NLTK, XGBOOST, Pandas, Dask, Pyspark, NumPy, Seaborn, Matplotlib, AWS, AWS Sagemaker, AWS S3, AWS Notebook, AWS Studio, GCP VM Instances, GCP Notebook, Docker, Containers, Flask, GIT, Tableau, Seaborn.

ACHIEVEMENTS

- Received 'Newbie in the Spotlight' award in GroupM Choreos Annual Awards for implementing cost saving ideas and innovations within less time after joining the organization (Mindshare Media).

EDUCATION

- **B. Tech in Automobile Engineering (Year 2018)**
Institute: - Rajarambapu Institute of Technology (RIT), Sangli.
- **PGDM in Operations Management (Year 2021)**
Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai