

# Archana.G.S

## Data Scientist

[Portfolio](#) [Linkedin](#) [Upwork](#) [Github](#) [Published paper](#)

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Data Scientist with over 4 years of experience, specializing in machine learning and artificial intelligence. Demonstrated success in creating machine learning models, conducting in-depth data analysis, and applying problem-solving skills. Eager to contribute my expertise to the dynamic and challenging field of AI.

### EXPERIENCE

#### Data Scientist — Wonder Chrome (December 2021 - PRESENT)

- Conducted A/B testing experiments to assess the effectiveness of various promotion strategies, resulting in a remarkable 24% increase in revenue.
- Developed machine learning models using scikit-learn to optimize pricing strategies, leading to a substantial 12% boost in profit.
- Led full data lifecycle: collection, cleaning, feature engineering, modeling, validation, and dashboard/report creation.
- Proficiently developed complex SQL queries, procedures, and reports using Redshift, Sagemaker, SQL, and Python to meet diverse client needs.
- Developed a Large-scale multi-label text classification model using Tensorflow and Keras to enhance text analysis capabilities.

#### Data Scientist — Freelance (January 2019 - PRESENT) Upwork

- Top Rated freelancer, representing the top 10% of Upwork talent.
- Collaborated with 5 clients to understand their company needs and devise data-driven solutions.
- Facilitated end-to-end development, testing, and monitoring of analytical models for 5 clients.
- Designed and developed a News search tool leveraging LLM and Langchain technologies, enhancing the efficiency of information retrieval and analysis.
- Efficiently managed Azure Databricks, executed ETL, and developed ML models for small and large datasets(125GB, 1B rows), automated scheduling, tracked experiments, implemented Auto ML, and maintained resource efficiency

#### Artificial Intelligence Engineer intern —Uniquify Inc(August 2021-October 2021 )

- Led training and development of neural networks using TensorFlow, optimizing models for enhanced accuracy and efficiency.
- Conducted comprehensive experiments with TensorFlow scripts and analyzed results to enhance model performance and understand framework dynamics.
- Played a key role in debugging and improving an automation framework for neural network and TensorFlow scripts, streamlining workflows and ensuring reliable model training.
- Developed advanced image processing and segmentation algorithms to solve complex problems, contributing to project success.

#### Data Analyst — Centrique Inc (February 2020 - January 2021)

- Developed an NLP system using NLTK to automate text analysis, resulting in a significant 39% reduction in manual analysis efforts, improving efficiency and accuracy.
- Leveraged analytical and technical expertise to provide actionable insights and proposals, driving business improvement strategies.
- Designed and implemented a range of predictive models, including classification and forecasting models, using various machine learning tools to solve complex business challenges.
- Identified trends, key metrics, and critical data points, generating insightful dashboards using a variety of data visualization tools to facilitate data-driven decision-making.

### SKILLS

**Programming Languages:** Python, R, Core Java, Basic JavaScript

**Machine Learning and DeepLearning:** TensorFlow, Keras, CNN, RNN,PyTorch

**Natural Language Processing (NLP):** NLP techniques, Hugging Face, Langchain, Transfer learning,SpaCy, BeautifulSoup

**Computer Vision:** OpenCV, Transfer learning,YOLO, VGG16, ResNet

**Generative AI:** LLM, Langchain, Hugging Face, OpenAI, Gemini, LLAMA

**Cloud Services:** AWS, Azure

**Database & Data Storage:** SQL, MongoDB

**Data Visualization Tools:** Matplotlib, Plotly, Seaborn

**Big Data:** PySpark

**Dashboard Development:** Power BI, Tableau, Retool, Dash, Streamlit,Kibana

### EDUCATION

Master of Technology in Electronics with specialization in Signal processing

**GPA : 4.0**

Bachelor of Technology in Electronics and communication Engineering **GPA: 3.5**

### WORK ELIGIBILITY:

**EAD**(Employment Authorization Document)