APURVA MANDALIKA

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SUMMARY

Data Scientist with **4.5+ years** of industry experience in analytics, machine learning, and data-driven product development. Master's in Computer Science at Texas A&M University (GPA: 3.9/4.00), with a strong focus in Data Mining and Analytics, Machine Learning, and Deep Learning. Recognized for innovation through a patent, awards, and impactful solutions in customer analytics, production-ready models, and AR-based support systems

EDUCATION

Texas A&M University Master's in CS *(CGPA 3.9/4)* Aug 2023 - May 2025
Artificial Intelligence, Data Mining and Analysis, Data Visualization, Machine Learning, Deep Learning.
Amrita Vishwa Vidyapeetham B.Tech CSE *(CGPA 9.35/10), 8th rank in CS department* Aug 2015 - May 2019
OOPS, Data Structures & Algorithms, Statistics, Data Science, Machine Learning, Discrete Mathematics, DBMS

SKILLS

Data Mining, Data Analytics, Machine Learning, Deep Learning, Data Visualization, Augmented Reality, Python, SQL, Java, Node.js, React, HTML, CSS, JavaScript, Swift, PyTorch, Tableau, Jupyter Notebook, Flask, Express, Docker, MS Office, Git, XCode, Statistics, Linear Algebra, Calculus, Discrete Mathematics.

EXPERIENCE

Senior Data Scientist,[24]7.ai Jun 2022 - Jul 2023
Data Scientist, [24]7.ai Jul 2020 - May 2022

- Generated detailed ad hoc customer analytics reports, empowering stakeholders to make data-driven decisions.
- Proposed and built a comprehensive Model Performance Tracking dashboard using **Hive, SQL,** and **Python**, that standardized evaluation processes for predictive models, resulting in a **40%** increase in actionable insights for client model performance assessments.
- Introduced and implemented **AR-driven**, video-based customer support solutions, improving customer problem resolution rates by nearly **50%** compared to traditional chat or voice-based support.
- Delivered multiple POCs and filed a **patent** for a novel feature in the USPTO.
- Collaborated with cross-functional teams to integrate solutions into the company platform.

Analytics Consultant, Analytics Consultant Intern, [24]7.ai Jan 2019 - Jun 2020

- Created **Time On Page (TOP) Prediction Model** and Page-Level Propensity to Purchase after Chat **(P2PC) Model**, increasing propensity to chat by **12%** and conversion rates by **8%**.
- Leveraged **SVM** and **Logistic Regression** in Python to create TOP models, optimizing customer engagement metrics.
- Conducted data cleaning, exploratory data analysis (**EDA**), and feature engineering using Weight of Evidence (**WOE**) and Information Value (**IV**) for P2PC, ensuring robust predictive power.
- Used **Hadoop, Excel,** and **FlashML** to deploy scalable predictive targeting models, delivering actionable insights for diverse client use cases.

PROJECTS

- **VitaFin: A Personal Health and Financial Data Visualization Dashboard (2025)** *Flask, Python, HTML, CSS, Javascript* Created an interactive data visualization dashboard using Flask and D3.js to track and analyze personal health and financial trends, enabling insightful comparisons against historical benchmarks.
- **ITS for learning complicated scripts like Chinese and Arabic (2024)** *Flask, Python, Jupyter Notebook, HTML, CSS, Javascript* Devised an Intelligent Tutoring System (ITS) with a DTW-based personalized feedback mechanism, providing both textual and visual feedback to enhance user learning outcomes. Observed an improvement in 70% of users.
- **Deep Learning Model for Image Classification (2024)** *Python, Jupyter Notebook, PyTorch* Designed a hybrid deep learning model combining DenseNet and ResNet architectures for CIFAR-10 image classification. Achieved an accuracy of 92.5%.
- **Development and Comparison of ML and DL Models for Image Classification (2024)** *Python, Jupyter Notebook, PyTorch.* Implemented Random Forest (44.97% accuracy), CNN (81.1%), and ResNet (83.6%) models to evaluate strengths and limitations on the CIFAR-10 dataset.
- **Multimodal Classification Model (2024)** *Python, Jupyter Notebook, PyTorch* Developed a fusion model combining a CNN for image data and an ANN for audio data to classify the multimodal MNIST dataset and achieved a validation accuracy of 98.92%.

ACHIEVEMENTS

- **Judge's Choice Award for 'Best Working Prototype'** at [24]7.ai's Global Hackathon '21 for developing a novel feature for Augmented Reality-based Video Call for Customer Support.
- Received the **'Team Excellence - Super Trooper' Award** at [24]7.ai's Global Annual Awards (2021).
- **Best Employee Awards** for Q3 FY21, Q4 FY22 & Q2 FY23.

CERTIFICATIONS

- "Andrew Ng's Machine Learning (using MATLAB)" offered by Stanford University on Coursera
- "Sharad Borle's Introduction to Data Analysis Using Excel" offered by Rice University on Coursera