APURVA MANDALIKA

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EDUCATION

Texas A&M University Master's in CS *(CGPA 3.89/4)* 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

Technical	: Data Mining, Data Analytics, Machine Learning, Deep Learning, Data Visualization, and Augmented Reality
Languages	: Python, SQL, Java, Node.js, React, Ruby on Rails, HTML, CSS, JavaScript, Swift
Platforms & Frameworks	: PyTorch, Tableau, VS Code, Express, Docker, MS Office, GitHub, XCode

EXPERIENCE

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

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

- Generated detailed ad hoc customer analytics reports, empowering stakeholders to make data-driven decisions.
- Designed 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.
- Designed and 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

- **Intelligent Tutoring System for learning complicated scripts like Chinese and Arabic (2024)** *Flask, Python, HTML, CSS, Javascript* Developed 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, 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, PyTorch.* Developed 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, 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%.
- **Data Management Application for Sealants Outreach Program (2023)** *Ruby on Rails, Agile, Git* Developed a data management application for the Texas A&M School of Dentistry, streamlining data collection and data entry processes. Eliminated 100% of paperwork by digitizing workflows, improving efficiency and accuracy.

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 Above and Beyond Award** for Q4 FY22 & Q2 FY23. **Best Employee Bravo Award** for Q3 FY21.

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
- "The Complete ARKit Course - Build 11 Augmented Reality Apps" by Codestars on Udemy