

Chandrajeet Pratap Singh

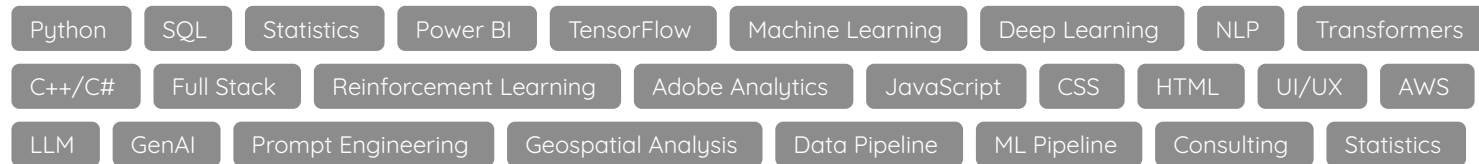
Lead Data Scientist - Marketing Communications and Insights

✉ chandrajeet29@gmail.com

☎ +91-7503-713630

📍 Pune, India

SKILLS



HONOR AWARDS

Employee of the Year (03/2024) [🔗](#)

*1 in 1500 employees, awarded for significant business accomplishments during FY2023. Awarded by **Country Manager, John Deere India***

GATE - Mechanical Engineering (03/2016)

All India Rank-694, Percentile- 99.7

EXPERIENCE

Lead Data Scientist

US Marketing Communication Insights (MCI), John Deere India

11/2023 - Present

- Developed a self-service Power BI dashboard using Direct Query, DAX, and Databricks SQL to analyze **4 billion rows** of clickstream data for **Deere.com websites**. This centralized solution minimized running costs and **reduced effort by 95%** compared to multiple dashboards.
- Worked on multiple complex datasets and joined it with Deere.com **clickstream** data to calculate the **effectiveness of online campaigns**.
- Effectively communicated complex data insights to stakeholders from **Creative Service** teams, **UX Designer** teams, **Developers** and **Content Managers**.

Data Scientist - Analytics Development Program (ADP)

India Marketing Customer and Information (MCI), John Deere India

03/2023 - 10/2023

- Created an ETL pipeline in Python for ingesting and managing a **5 million-row dataset** on tractor registrations across **15 Indian states, districts and villages**.
- Developed Power BI dashboards with complex DAX programming to provide leadership, marketing, and field personnel with insights for **product positioning, dealership performance analysis, competitive intelligence, and geospatial analysis**.
- Led the "Engage Village 50" project that helped in **increasing John Deere's market share** in the 50+ HP segment by **8.6%** (from 28.1% to 36.7%).

Data Analyst - ADP

Customer Product Support and Services (CPSS), John Deere India

06/2022 - 02/2023

- Created **Context-based Smart Search** model for the **Customer Case Management System (CCMS)** using **NLP** techniques, Sentence Transformers, Vector databases, and Cosine Similarity. This model **increased search relevance from 10% to 90%**, reducing diagnosis time and increasing uptime.
- Contributed to developing a **RASA chatbot** to diagnose customer vehicle and machines problems at service centers.

EXPERIENCE

Data Analyst - ADP

John Deere Asia Pacific Marketing (JDAP), John Deere India

09/2021 - 05/2022

- Performed RFM analysis on a **230k-row dataset** to identify customer loyalty and **potential sales of \$180 million**.
- Utilized **web scraping techniques** to gather information about **potential dairy and farm leads**.

Senior Engineer

Virtual Design and Verification (VDV), John Deere India

07/2018 - 08/2021

- **Reinforcement Learning** (Python, MATLAB, TensorFlow) - Enhanced operator comfort by optimizing suspension parameters using the Deep Deterministic Policy Gradient (DDPG) algorithm, resulting in a significant **60% improvement** in the ride index.
- **Multibody Dynamics Analysis** (Simscape, MATLAB, Simcenter, Amesim, Ncode) - Responsible for full vehicle body dynamics, cab suspension correlations, steering handling correlations, Multiphysics co-simulation, signal processing, and mechanism evaluation.

CERTIFICATES

AWS Cloud Technical Essentials (07/2023)

Amazon Relational Database Service (Amazon RDS), Amazon DynamoDB, Amazon S3, Amazon EC2, AWS Lambda, Amazon ECS and Access Management (IAM)

Analytics Development Program - John Deere (09/2021 - 05/2023)

*Working with **3 business functions** 8 months each, gives a unique platform to understand various aspects of the business*

Machine Learning and Deep Learning Specialization (08/2020 - 11/2022)

Neural Networks and Deep Learning, Sequence Models (NLP), Convolutional Neural Networks (CNN), Hyperparameter tuning, Regularization and Optimization

PROJECTS

Path Finder Visualizer (01/2020 - 02/2020)

- (JavaScript, HTML, CSS) Created this project to understand the concepts of Data Structures, Algorithms, and Object-Oriented Programming (OOPs) using plain JS, CSS and, no frameworks.

3D Printer - IIT Kharagpur (05/2017 - 08/2017)

- (Arduino, Merlin Framework) Built a 3D printer and all its electronics, circuiting and mechanical structures that enhanced the technology capabilities within the IIT Mechanical Department lubrication lab.

EDUCATION

MTech - System Design

IIT Kharagpur, India

07/2016 - 06/2018

CGPA - 7.9/10

- **Project** (Arduino Uno, MATLAB) - 2D image plotter using image processing and real-time.
- **Thesis** (Adams, Ansys, SolidWorks) - Design and analysis of Anti-Climbing Mechanism for High-Speed Railways.

BTech - Mechanical Engineer

JSS Academy of Technical Education, Noida

07/2012 - 06/2016

Percent - 69%

- **Project** (C language) - Developed program to split expense evenly between friends