

## SUMMARY

Experienced Investigation Specialist with over 1 year of hands-on experience at Amazon Development Center. Proven expertise in Fraud Risk Investigation within the Ecommerce sector, coupled with a strong background in Client Relationship Management from the Telecom industry. A dedicated team player with a track record of surpassing metric targets, contributing to financial success through the elimination of Credit Card Chargebacks and Financial frauds within the US and UK Ecommerce markets .

## EDUCATION

**Post Graduate Diploma in Data Science** Feb '22 - Feb '23

**IIIT Bangalore & upGrad** Bengaluru, IN

Secured CGPA of 3.38/4

**Bachelor of Business Administration** Aug '17 - Nov '21

**Sikkim Manipal University** Gangtok, IN

(Correspondence)

- Secured 6.4 CGPA

**MS in Data Science** Apr '23 - Nov '23

**Liver pool John Moores University & upGrad** Bengaluru, IN

Working on Research Topic selection for MS Thesis

## Data Science PROJECTS

**Domain: Ecommerce** | Tech Stack: Python | Jan'2023 | Market Mix Modelling.

- Objective: An Ecommerce giant was facing a revenue dip even after spending a significant amount of money on marketing and promotions. There was a high customer churn ratio because the company was failing to understand customer demographics and cater to the needs of their customers.
- Solution: Developed a MARKET MIX MODEL using Linear Regression (Additive and Multiplicative Models)
- Key Achievement: Predicted the KPIs that Drive the Top Line Performance, the quantitative impact of each commercial lever on revenue and how should Eleckart allocate budgets on different marketing campaign with a r2 score of more than **0.91**

<https://github.com/ChaitanyaSimhadri/marketmixmodelling>

Presentation Link: <https://youtu.be/GVc1GY8B7kg>

## PROFESSIONAL EXPERIENCE

**Investigation Specialist** Mar '22 - Present

**Amazon Development Center** Hyderabad, IN

*Responsibilities: Fraud Risk Investigation on Ecommerce orders using analytical skills , Joined in a fixed term role for an year and converted to Permanent employee after meeting all performance metrics.*

Risk Investigator Investigates and takes appropriate action on accounts that are purchasing retail or Gift card Items on Amazon platform.

- Conduct thorough Fraud Risk Investigation on Ecommerce orders, ensuring compliance with performance metrics.
- Take proactive action on accounts displaying unusual purchasing patterns, effectively mitigating Credit Card Chargebacks and financial frauds
- Collaborate with both internal and external stakeholders via phone and email to communicate investigation outcomes
- Escalate relevant issues or anomalies to appropriate teams based on established protocols.

**Operations Executive** Nov '14 - Mar '22

**WIFI networks PVT Ltd** Bengaluru, IN

*Responsibilities: Client relationship, Preparing and sending MIS Reports, SLA Management*

WIFI Networks is one of the leading telecom VAS companies in the India provides all end to end VAS platforms .

- Analyzing the data and preparing comparison reports to present clients for smooth Business operations .
- Generating and Preparing Daily MIS reports using MySQL and Ms. Excel for clients.
- Managed 15 to 20 Telecom clients from Airtel, MTN Africa and Roshan Afghanistan

- Translating the business requirement into technical requirement and interact with the Internal Technical team.

**VAS Associate**

May '12 - Oct '14

**VoiceGate India pvt ltd**

Hyderabad, IN

**KEY SKILLS**

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•Data Analysis | Supervised learning | Unsupervised Learning | EDA | Feature engineering | Feature Selection | Data Visualization | NumPy | Natural Language Processing| Query Databases | Cleaning data |Data Science |Pandas | Data Wrangling | building ML | Predictive analytics | Complex Datasets | Statistics | Research | Quantitative Analysis | Machine Learning | Hypothesis Testing

**TECHNICAL SKILLS**

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Tools/Languages: Python, Tableau, **Database:** MySQL, SQL,

MS Excel

Coding Programming

**ADDITIONAL INFORMATION**

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**Languages:** Telugu,English , Hindi