Deepigha Shree Vittal Babu

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SUMMARY

Experienced Data Analyst with over 3 years of expertise in data analysis, statistical modeling, and machine learning. Proven track record of transforming complex data into actionable insights that drive business decisions. Proficient in Python, R, SQL, and various data visualization tools such as Tableau and Power BI. Adept at developing and deploying predictive models, performing data preprocessing, and utilizing advanced statistical techniques to solve real-world problems.

EXPERIENCE

Feb 2024 - Present OUTLIER · FREELANCE   Toronto, ON
Data Scientist - AI Training

- Conducted comprehensive evaluations of LLM model responses, assessing code quality, relevance to prompts, and adherence to specifications.
- Demonstrated proficiency in coding languages such as Java, Python, Javascript to execute and verify code generated by models.
- Reviewed and provided feedback on 500+ AI-generated responses, resulting in a 20% improvement in overall quality and relevance.

Feb 2019 - Sep 2021 THE LEARNING BAR   Fredericton, NB
Data Analyst

- Implemented 15+ predictive models and solutions within the data science environment, ensuring compliance with pipeline controls and documentation standards, resulting in increase in operational efficiency and model accuracy.
- Applied robust statistical techniques to optimize marketing strategies, product development initiatives, and overall business strategies, resulting in a 25% increase in marketing campaign effectiveness and a 10% growth in product sales.
- Orchestrated comprehensive data science analysis and reporting for analytics teams, delivering data-driven insights that steered strategic decision-making and led to a 25% increase in customer retention and a 20% boost in revenue growth.
- Incorporated SQL, R, Python, and other statistical programming tools to extract, clean, and analyze data, resulting in a 40% improvement in data processing efficiency and accuracy.

Mar 2014 - Jan 2017 INAUTIX TECHNOLOGIES INDIA PVT.LTD,   Chennai, India
Application Developer

- Led two high-impact projects concurrently in a fast-paced startup environment, showcasing adept prioritization and ensured timely project delivery, boosting team efficiency by 30%.
- Achieved a 50% reduction in query execution time by implementing index creation and query optimization strategies, enhancing application responsiveness and scalability.
- Tweaked application performance by 25% through the implementation of bind variables, resulting in reduced memory consumption and faster query execution times.
- Collaborated in an agile team of 3 developers. Contributed to major portions of the front-end and back-end code for a web application and managed tasks and priorities in a fast-paced environment.

PROJECTS

Stock Market Data Analysis and Insights

- Conducted comprehensive analysis of sales dataset, identifying and rectifying missing values and outliers to ensure data integrity and accuracy in forecasting revenue, resulting in a 30% increase in revenue forecast precision.

HR Data Analytics

- Formulated advanced predictive algorithms utilizing regression and classification methodologies to predict employee attrition and analyze factors influencing job contentment; identified critical retention strategies resulting in 30% improvement in job satisfaction scores.

Financial Fraud Detection

- Engineered features from transactional data, utilizing Random Forest and Gradient Boosting techniques; optimized model performance achieving a precision score of 0.85 and recall score of 0.80.

Text Image Classification

- Engineered a cutting-edge TensorFlow solution with CNNs to categorize handwritten letters; integrated advanced data augmentation methods like rotation, scaling, and translation, enhancing model resilience and accuracy by 50%.

Sentiment Analysis

- Employed NLP tools like tokenization, word embedding, and RNNs to perform sentiment analysis on tweets during the Covid-19 outbreak, extracting semantic meanings and sentiment polarity to gain valuable insights into public sentiment trends.

SKILLS

Python(NumPy, Pandas, Scikit-learn, tenserflow), R, Tableau, SQL, Excel, BigQuery, PowerBI, Looker, Hadoop, Machine Learning(Regressions, Random Forest, SVM, XGBoost, Unsupervised Learning (Clustering, PCA)) , Deep Learning, NLP

EDUCATION & CERTIFICATION

Google Data Analytics Professional Certificate   *08/2023*

University of New Brunswick   Fredericton, NB
Master of Computer Science   *01/2017 - 08/2019*

Sri Sairam Engineering College   Chennai, India
Bachelor of Information Technology   *08/2010 - 04/2014*