

# AKSHAY DODDAMANI

E-mail: akshaysdoddamani@gmail.com  
LinkedIn: [Akshay Doddamani](#)  
Phone Number: +91-8792500240

Data-driven professional with over 2 years of experience in Data Analysis, Machine Learning, and Statistical Modeling, targeting roles as Data Scientist, ML Engineer, or Data Science Analyst. Open to opportunities across industries, preferably based in Bengaluru, to apply Advanced Analytics and Machine Learning Solutions for impactful business decisions.

## PROFILE SUMMARY

- Currently working as a **Data Scientist** at **EY India**, contributing to advanced data-driven solutions in advertising budget optimization and time series-based sales forecasting to enhance decision-making and ROI.
- Delivered end-to-end machine learning solutions by solving non-linear optimization problems for automated advertisement budget allocation and building **ARIMA/SARIMA** models for accurate sales predictions, enabling efficient production and inventory planning.
- Proficient in **Python, SQL, Azure Cloud services**, and **data manipulation libraries (NumPy, Pandas, Matplotlib, Scikit-learn)**, with hands-on experience in deploying production-ready ML solutions using **MLflow** and **Azure services**.
- Recognized with “**Emerging Extraordinary Employee**” Award at EY for major contributions, fast learning, and impactful project delivery within first 6 months.
- Modeled **custom reach curves** and **platform constraints** to maximize customer reach within total budget limits.
- Strong expertise in **Python programming** and **machine learning**, with a passion for solving real-world business problems using data-driven insights and robust ML models.

## CORE COMPETENCIES

Predictive Analytics	Business Intelligence Strategies	Statistical Modeling
Supply Chain Optimization	Marketing Analytics	Performance Metrics Development
Algorithm Design and Implementation	Data Governance and Compliance	Data-Driven Decision Making

## TECHNICAL SKILLS

**Programming and Scripting:** Python, SQL, Git ,  
**Data Analysis and Manipulation:** Numpy, Pandas, Matplotlib, Seaborn, Scikitlearn , Data Visualization (Power BI / Tableau)  
**Data science:** Machine Learning, Regression, Classification, NLP (Text Processing, Transformers), Timeseries, Statistical Analysis, Model Evaluation & Validation , Deep Learning (TensorFlow / PyTorch) , Neural Networks (CNNs, RNNs, LSTMs) , Hypothesis Testing  
**Cloud:** Azure , CI/CD for ML (Azure DevOps, GitHub Actions) , MLflow / Model Tracking, Airflow

## SOFT SKILLS

- Strong Analytical & Problem-Solving Skills
- Time Management & Multitasking
- Attention to Detail
- Team Collaboration & Coordination

## ORGANISATIONAL EXPERIENCE

**EY India – Consultant (Data Science) – Bengaluru** Jul'23-Present

### Optimal Advertisement Budget Allocation using Non-Linear Optimization

- Solved a non-linear optimization problem for automated allocation of advertisement budget across platforms (Snapchat, Spotify, TV, YouTube) using Python (GEKKO), Azure Web App, Function App, Logic App, SQL, and Azure Storage.
- Designed an algorithm to maximize customer reach based on a custom reach curve model, subject to platform constraints and total budget limits.
- Computed the optimal budget split by modeling reach as a non-linear function of spend, leveraging the GEKKO optimization library in Python.
- Deployed the solution using Azure services with integrated storage and SQL backend, enabling efficient budget allocation and outperforming manual methods in terms of reach and ROI.

### Sales Forecasting using Time Series Analysis

- Analyzed 6 years of historical sales data using Python, Pandas, Statsmodels, Matplotlib, and SQL to solve challenges like overstocking, understocking, and inefficient production planning.
- Built ARIMA/SARIMA time series forecasting models to predict sales trends and seasonal demand for the upcoming year.
- Identified high-demand periods to support strategic planning of sales campaigns and discount offers by the marketing team.
- Enabled data-driven production and inventory decisions, reducing stock-outs and excess inventory, and optimizing supply chain operations for better customer satisfaction.

## EDUCATION

**B.Tech. (Computer Science and Engineering) – PES University, Bengaluru (2023)**