Gautham Thirunavakkarasu, M.S.

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Professional Experience

Publicis Sapient | San Francisco, CA   **Feb 2020 – Present**

DATA SCIENTIST, ASSOCIATE TECHNOLOGY L2

- Lead the execution of project teams transitioning from traditional architectures to solutions driven by applications in machine learning, focused in monitoring, optimization and extending statistical and machine learning models.
- Partner with experience, engineering and strategy teams to deliver data driven insights which support the delivery of projects on time and define KPIs to select analytical approaches and adopt machine learning to complex relationship modelling solutions in conjunction with deep learning approaches and knowledge graphs.
- Build, monitor and maintain linear and logistic regression models from wide spectrum of datasets, particularly 1P and 2P data; querying log-level data through statistical analysis to uncover opportunities, impacts and performance drivers.
- Employ advanced analytics, machine learning and statistical methods to prepare and analyze data for (predictive) modelling, from prototypes to production, focused on advanced segmentation, recommender systems and forecasting; conduct ANOVA analysis, testing for multi-collinearity, autocorrelation, normality and stationarity on time-series data.
- Implement a semantic and object detection model on legal mandated building and construction plans with Mask R-CNN, TensorFlow and Keras; established new approach to document assessment and improving valuation accuracy up to 82%
- Earned the "*Outstanding Teamwork & Public Service Award*" for building a novel approach to a calculation framework on business trends which increase tax revenue from 9.1% to as high as 14.7%.

ASTA CRS Inc | San Mateo, CA   **Aug 2018- Feb 2020**

ASSOCIATE, BUSINESS CONSULTING

- Lead data modelling and design efforts to create a business process system using multi-tier solution architecture based on data-driven design and delivered 3 full lifecycle SFDC implementations on Platform and Service Cloud.
- Organized, led and moderated root-cause analysis (across cross functional teams) for product development issues and created follow up epics and tasks to address them.
- Contributed to platform development efforts leveraging Atlassian suite (Confluence, Jira, Bitbucket, Git); led and took ownership of development backlog, creating epics, stories and tasks for onshore and offshore development teams.

EMNSPC Lab, MAE | Arlington, TX   **Aug 2017- May 2018**

GRADUATE ASSISTANT

- Developed a Lagrangian particle tracking method using monte-carlo analysis in python and MATLAB to arrive at a predictive concentration surface to mitigate component failures; NSF funded project and published industry paper for ASME 2018.
- Visualized collocation facility designs to improve operational efficiency through improved mechanical/thermal design changes using thermal CFD packages; simulated particle trajectory and distribution calculation of sub-micron particulates.
- Selected Publication: Thirunavakkarasu, G and et al, "*Air flow pattern and path flow simulation of airborne particulate contaminants in high-density data center using air-side economization*"; DOI: 10.1115/IPACK2018-8436

Education

Master of Science, Mechanical Engineering – University of Texas at Arlington, Arlington, TX   **May 2018**

Bachelor of Science, Mechanical Engineering – Visvesvaraya Technological University, India   **July 2015**

Certification & Awards

- DeepLearning.AI TensorFlow Developer Profession Certificate   **June 2020**
- Data Science Professional Certification Program – Stanford School of Engineering   **April 2020**
- Certified Scrum Master – Scrum Alliance   **Jan 2020**
- Outstanding Teamwork & Publics Service Award –Publicis Sapient, APAS Project