

# KARAN PALSANI

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4 years' Exp with Customer & Product roles | Computer Science | Marketing | Agile | Team leader | Skydiving enthusiast

## EXPERIENCE

Google Inc. - Austin, Tx

January 2020 - May 2020

### **Machine Learning Capstone Engineer**

- Research collaboration to develop reproducible end-to-end data pipelines for automation of customer support lifecycles
- Deployed using Google Cloud Platform, Google Data Studio, BigQuery, AutoML Tables and Google Cloud service APIs
- Resulted in faster responses and projected improvement of customer experience; implemented via a CI/CD workflow

Cisco Systems Inc. - Bangalore, India

July 2016 - April 2019

### **Customer Technology Consultant, Customer Experience, Services**

- Delivered personalized data driven solutions to Fortune 500 clientele based on requirement analysis and feedback loops
- Worked extensively with NLP and predictive analysis on **massive amounts of data** to design instantaneous solutions to reduce impacts to businesses, saving clients up to \$50M at times by averting service interruptions
- Designed data pipelines to Tableau dashboards for Strategy, Sales and Marketing teams for real-time monitoring of network traffic, resulting in higher retention rates and boosted sales
- Predicted **customer churn and cross sell options** from current contract status, customer sentiment and other factors
- Developed end-to-end Python scripts for in-production data collection, pattern and customer email sentiment analysis
- Presented analysis regularly to both technical leaders and C-level executives which helped develop audience awareness
- **Led a team** of 30, after just 18 months of experience by demonstrating the ability to navigate complex business organizations across multiple cross functional stakeholders whilst ensuring smooth collaboration and ownership
- **Promoted** twice in less than two years for displaying strong business acumen, drive for innovation & consistent growth

## TECHNICAL PROJECTS

### **Recommendation System for Meetup.com Userbase - Tableau, Databricks, PySpark, ALS Matrix factorization**

- Designed a detailed business case for meetup.com platform by Exploratory analysis of the data via Tableau
- Developed an improved recommendation system using ALS optimization with the Matrix factorization algorithm to provide improved meetup group and topic recommendations for their userbase

### **SEO strategy for an E-Commerce Aggregator - Google Analytics, Google Data Studio, Logit models, A/B testing**

- Determined relationships between goal conversion rates and average search result ranking using logistic regression
- Predicted the likelihood of increasing Click-Through Rate and Conversions from impressions on Organic search results

### **Marketing Portfolio Management for Beyond Meat using Text Analysis - NLP, Python (NLTK, VADER), Web Scraping**

- Scraped reddit posts, Amazon reviews and Twitter tweets to analyze and reveal insights about product public opinion
- Implemented Lift Analysis, LDA topic modelling, Aspect-based opinion mining and Sentiment Classification methods

### **Product demand analysis and Stock optimization - R, Multinomial linear regression, Ridge & Lasso, Boosting techniques**

- Developed models to predict what will be the checkout volumes of Austin B-cycles at any moment of time
- Estimated optimal stations to be stocked at different times to ensure optimized utilization of bike & human resources

### **FATML based loan default prediction system - IBM AIX and AIF packages, SMOTE, Classification models, Boosting**

- Engineered fair, unbiased, and interpretable ML models to predict loan default possibility of any bank user
- Utilized IBM's AI Toolkits, Champions of FATML, equipped with technologies like SHAP values, LIME and reweighing

## TECHNICAL SKILLS

**Languages/Packages:** Numpy, Pandas, Scikit-learn, NLTK, SpaCy, ScraPy, PySpark, SparkSQL

**Tools:** Jupyter, Databricks, MapReduce, Spark, GCP, Hadoop, Tableau, @Risk

**Technical Skills:** Statistics, Data Mining, Recommendation Engines, Supervised Learning (Linear Regression, Logistic, Naïve Bayes, Decision Trees, Bagging, Boosting), Clustering, Lasso, Ridge, XGBoost

## EDUCATION

**University of Texas at Austin** Master of Science, Business Analytics; GPA: 3.76/4.0

May 2020

Coursework Includes: Stochastic Control & Optimization, Marketing Analytics, Decision Analysis & Financial Management

**VIT University** Bachelor of Technology, Computer Science and Engineering; 89.3%

May 2016