KORRAPATI SINDHU PRIYA

Data Scientist

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SUMMARY

Data Scientist with 3+ years of experience in machine learning, computer vision, and statistical analysis. Proficient in Python, SQL, and various ML libraries, with expertise in developing advanced analytics solutions for retail and marketing industries. Skilled in creating predictive models, conducting time series analysis, and building data visualization dashboards. Experienced in cross-functional collaboration and driving data-informed decision-making in professional environments

TECHNICAL SKILLS

- **Programming Languages:** Python,R, MATLAB, SQL, C++
- **Data Analysis and ML Libraries:** NumPy, Pandas, Excel, Scikit-learn, PIL, Keras, PyTorch, OpenCV, YOLO, Scikit-learn, Beautiful Scoop.
- **AI & ML Techniques:** Neural Networks (CNNs, RNNs), Feature Extraction, Image Classification, Object Detection, Dimensionality reduction, Regression Analysis, Time Series Analysis, Machine Learning Algorithms.
- **Data Visualization Tools:** Matplotlib, Seaborn, ggplot2 (R), Tableau, Power BI
- **Databases:** SQL, PostgreSQL, MongoDB, MySQL.
- **Web Frameworks:** Django,flask

PROFESSIONAL EXPERIENCE

IvorSource   Dec 2023 – Present
Data Scientist   (remote)Chicago, Illinois
Technologies/Techniques: Python,Convolutional Neural Networks (CNN),Deep SORT,GMM,YOLO,MOG2,Unet

- Developed a comprehensive Smart Retail Analytics System using Python, integrating computer vision and machine learning techniques to optimize store operations, enhance customer experience, and boost sales.
- Designed classification models using Convolutional Neural Networks (CNN) and transfer learning with architectures such as ResNet and VGG to categorize and analyse different types of product interactions.
- Executed and fine-tuned custom object detection models using transfer learning on MobileNetV2 SSD optimizing for both accuracy and inference speed to enable real-time processing on edge devices.
- Pioneered a solution combining Deep SORT and YOLO for enhanced visual tracking, facilitating the identification of over 50 interaction events per minute and optimizing data analysis workflows for the team.
- Implemented image segmentation techniques using U-Net and Mask R-CNN to accurately identify and separate products from other objects, facilitating precise interaction tracking.
- Applied Gaussian Mixture Models (GMM) and MOG2 (Mixture of Gaussians) for background subtraction, effectively isolating customer interactions from the static store background to improve detection accuracy.
- Engineered anomaly detection models like Autoencoders and Isolation Forest to identify unusual interaction patterns and potential issues such as out-of-stock situations or misplaced products.
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Governors State University   Dec 2022 – Dec 2023
Graduate Teaching Assistant (statistics, Python)   1 university park, Illinois
Technologies/Techniques: Python, MySQL, Statistical Analysis, Hypothesis Testing, ANOVA.

- Developed and executed interactive workshops in Statistics; enhanced learning outcomes by 35% and received a 4.8/5 feedback score from participating students.
- Delivered tailored academic tutoring for 20+ students weekly, resulting in a 40% improvement in the overall grade averages and a 25% increase in class participation rates.
- Led a cross-functional initiative with faculty and staff, integrating innovative learning technologies, boosted student engagement.
- Planned and designed individualized learning plans for 30+ students with disabilities, resulting in improvement in academic performance and increase in graduation rates.
- Evaluated 50+ Python coding assignments weekly, providing detailed feedback that led to a 20% increase in code quality and efficiency in subsequent submissions.

Neustar Data Infotech

Sep 2020 – Aug 2022

Associate Statistician

Hyderabad, India

Technologies/Techniques: Bayesian Inference, Hypothesis Testing, multi variant Analysis, Market Mix Modelling, Time Series Analysis, SQL, Python, scikit-learn, Django, MySQL, PowerBi, Dimensionality Reduction.

- Analyzed 1M+ data points through sophisticated multivariate regression techniques to determine the effectiveness of marketing initiatives; this analysis enabled targeted adjustments that improved overall sales performance.
- Built multivariate regression models to quantify impact of TV, digital, and print advertising on sales, improving marketing budget allocation by 15%.
- Applied time series analysis and ARIMA modelling to sales and marketing data, producing sales forecasts with 92% accuracy.
- Collaborated with cross-functional teams utilizing Agile methodologies, facilitating data-driven growth strategies, leading to a 20% rise in revenue.
- Created custom variables and transformations to account for non-linear effects, seasonality, and competitive actions in MMM models, improving model accuracy by 25%.
- Led data cleaning and validation efforts, leveraging Python, SQL, and Excel to ensure data reliability and reliability, reducing data errors by 30%.
- Crafted and proposed a centralized reporting dashboard that consolidated MMM results across multiple brands and markets, improving decision-making efficiency.

EDUCATION

Master of Science in Data Science

Aug 202-Dec 2023

Governor's State University, US

1 University Park, Illinois