Meher Bhaskar Madiraju

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TECHNICAL EXPERIENCE

DATA SCIENTIST   July 2023 — Present
Walmart Global Tech   *Bentonville, USA*

- Developed sales and profit forecasting models that improved forecasting accuracy by 15%, increased interpretability, and enhanced actionability, supporting data-driven business decisions and strategic planning.
- Implemented consistency controls and automated feedback systems to align machine learning forecasts with business constraints, ensuring reliability and accuracy.

SR. DATA SCIENTIST   May 2022 — July 2023
Merkle Inc.   *Atlanta, USA*

- Built a fully automated and scalable pipeline that processes 5 TB of transactional data and leverages ML algorithms to identify the key drivers of sales, helping stakeholders formulate effective business strategies.
- Built a scalable NLP pipeline for product pain point identification from product reviews and customer care transcripts, resulting in an improved understanding of customer needs and informed product development decisions.
- Created and implemented a robust Time Series framework to accurately forecast sales and perform what-if scenario analysis, achieving 90% accuracy rate, resulting in significant business growth.

DATA SCIENTIST   July 2020 — May 2022
Merkle Inc.   *Bengaluru, India*

- Developed 40+ customer look-alike models for various products and customer segments to drive customer acquisition which improved lift by an average of 70%.
- Built a channel optimization model to identify efficient media channels and allocate marketing spend effectively, resulting in a revenue increase of 13%.
- Developed a bias mitigation framework using sampling techniques, data preprocessing, and feature engineering to reduce the impact of demographic, geographic, and socioeconomic biases on machine learning models.
- Analyzed marketing data from multiple sources(such as email, social media, and online ads) to identify trends, patterns, and anomalies.
- Designed and developed automated dashboards to track marketing campaign performance and provide actionable insights to stakeholders.

CONSULTANT   January 2020 — July 2020
Merkle Inc.   *Bengaluru, India*

- Automated the creation of reports to track the impact of Covid-19 on Key Performance Indicators (KPIs) and provide timely insights to stakeholders.
- Built a customer attrition model to identify the key drivers of churn and improve yearly retention rate by up to 14%.

SUMMER INTERN   May 2019 — July 2019
Merkle Inc.   *Bengaluru, India*

- Built a model to forecast the customers' next purchase category, resulting in an improved personalized email campaign that led to a 20% increase in the click-through rate and a 5% increase in the campaign revenue.

SKILLS

Programming	Python, PySpark, R, SQL
Data Analysis & Machine Learning Libraries	NumPy, Pandas, SciPy, Scikit-learn, Keras, TensorFlow, PyTorch
Cloud Services	AWS, Google Cloud Platform
DevOps & Workflow Orchestration	Airflow, Docker, Kubernetes, Kubeflow, Git, CI/CD
Machine Learning Tools	Vertex AI
Specialized Skills	Machine Learning (ML), Deep Learning, Time Series Analysis and Forecasting, Natural Language Processing (NLP), Big Data Analytics

EDUCATION

Master of Science in Analytics   2022 - 2024
Georgia Institute of Technology

Bachelor of Technology in Computer Science and Engineering   2016 - 2020
Manipal Institute of Technology