

# Meher Bhaskar Madiraju

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## TECHNICAL EXPERIENCE

### DATA SCIENTIST

July 2023 — Present

Walmart Global Tech

Bentonville, AR

- 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, GA

- 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	