M Meher Deepthi

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About

- Professional experience of **3.5 years** at Accenture as an analyst working closely with multiple clients and cross-functional teams across the globe.
- Later pursued MSc and graduated from **King's College London** with a distinction in Data Science**.** Passionate about using AI/ML methodologies to aid business decisions that drive growth and innovation.

Professional Experience: Accenture Solutions Pvt Ltd 2017 – mid 2021

- Worked as analyst at Accenture by building programs to import, analyze and visualize data. Built programs to handle various modes of data and performed successful **data migration** ensuring compliance with client deliverables.
- Built basic statistical and ML models (regression based) according to customer requirements. The results were then reported to the customer by making suitable visualizations.
- Worked in **multiple stages of project development**, from design to testing and provided **mentorship** to new team members on their role and responsibilities.

ML Projects

- **Machine Learning to identify drivers of fear of crime:** The Aim is to use ML to identify **drivers of Fear of Crime** among public. Collected datasets by querying **API** and from surveys. Used several feature selection algorithms **(sequential, chi squared etc**) and used ML algorithms like **Random Forest, Decision tree, KNN.** These methods were tested and developed a pipeline that successfully identified these factors. Results were visualised using **Tableau** and Power BI.
- **Customer Service Chatbot Project:** Used the **LLaMA 8B model** and the Customer Service on Twitter dataset to create a **chatbot**. Organized and cleaned up social media conversations by matching customer questions with support team answers. Used tools from **Hugging Face** to train the model.
- **Store Sales - Time Series Forecasting:** Historical sales data was collected from the store's point-of-sale system and data cleaning was performed (Imputing, transformations to remove seasonality and trends etc.). Various time series models such as **ARIMA and SARIMA** were built, evaluated and finetuned
- **Sentiment Analysis of COVID Tweets using NLP:** Performed sentiment analysis on COVID-related tweets using a Naïve Bayes classifier (**NLP** technique) which was built to classify tweets as either positive or negative sentiment. Tweets are preprocessed using stemming, lemmatization, tokenization etc. F1-score was used to assess the classifier's performance.
- **Deep Discriminant Neural Network:** Preprocessed MNIST dataset for text recognition to prepare it for training a neural network. Designed a deep neural network using **TensorFlow** and **Keras** to classify handwritten digits and achieved an accuracy of **98%**.
- **Clustering wholesale customer data:** Preprocessed wholesale customer data to impute missing values and normalize features. Conducted **exploratory data analysis** (EDA) to understand the distribution of features and correlations between them. Applied k-means, k-means+, and agglomerative **clustering algorithms** to identify the optimal number of clusters. Evaluated the quality of the clusters using the **silhouette score and inertia metrics**. Silhouette score of **0.76** is achieved for agglomerative standardized data.
- **Movie Recommendation System:** model which takes user ID as input and generates top 10 movie recommendations based on previous user rating. **ALS** (Alternating Least Squares) is used for the model training and 88% accuracy is achieved on test data, top 3 frequent genres of a user is calculated which is used to filter the predictions from ALS method.
- **Import, Visualize and Analyze Covid 19 trends:** Imported COVID-19 data from the UK government website by **querying API** to gather up-to-date and accurate information. Conducted **Time Series analysis** on the data to identify trends and patterns over time.

EDUCATION

Masters:
King's college London
MSc Data Science
Grade: 71

Bachelors:
SNIST– Hyderabad
Mechanical Engineering
Grade: 79

SKILLS

- **Python** - Sklearn, Keras, Pandas, Numpy, Matplotlib, NLP
- **SQL**
- R
- GIT
  Tableau, Excel
- AWS Lambda (Basics)
- Spark, API, Web Scraping (Basics)
- Introduction to Java Script D3 and HTML
- **Machine Learning:** Regression, Classification, Neural Networks, Time Series analysis, SVM, **LLMs - Llama**

Soft Skills

- Team Player
- Project management
- Leadership Skills

Languages:

- English, Telugu, Hindi
- IELTS Band - 7