Narotham Reddy

Data Scientist | Data Engineer | Data Analyst

Data Scientist with 3 years of hands-on experience in researching, designing, and developing scalable data science applications. I take pride in building models that translate data points into valuable business insights. Eager to apply the same knowledge to real-world business problems.

Contact

Address
Hyderabad India

Phone
+917799427942

E-mail
Narothamreddy.narot@gmail.com

Linkedin
Narotham Reddy - Data Scientist - Accusaga | LinkedIn

Skills

- **Python**
- **SQL**
- **Statistics**
- **Python Libraries (Sklearn, Numpy, Pandas, Matplotlib, Seaborn and beautiful soup)**
- **Data Analytics**
- **Machine Learning**
- **Natural Language Processing (NLP)**
- **Generative AI**
- **Data Preprocessing Expert**
- **Data Visualization (Plotly, Power BI, Tableau**
- **Tools and IDE's: Jupyter Notebook, VS Code, pgAdmin, Github, Postman, Azure Portal, Mockflow.**
- **Frameworks: Flask, Langchain**
- **Azure storage services**
- **Azure Data factory**

Education

2020
Social Prachar
Data Science & AI

2015 - 2019
Jawaharlal Nehru Technological University
Bachelor of Technology
Electronics and Communication

Work History

Data Scientist
Oct 2023 – Present

Rugged Monitoring - Hyderabad

- Developed data analytics for various assets.
- Designed and developed near- real time forecasting and anomaly detection for electrical VFD's.
- Developing an AI chatbot to assist users navigating the application and providing concise summaries of asset analytics.

Data Scientist
Dec 2021 – Sep 2023

Accusaga Informatics Pvt Ltd - Hyderabad

- Researched, designed and developed key product development modules, including marketing mix modeling, test/control, a/b testing, and key driver analysis.
- Highly involved in process of business requirement discussion, preparing the high-level architectural design and converting them into development requirements, presenting POCs aims to assess the value, relevance in solve business challenges.
- Developed and implemented A/B testing methodologies to assess the effectiveness of marketing campaigns and optimize conversion rates.
- Utilized statistical techniques and hypothesis testing to analyze A/B test results and provide data-driven recommendations for improving campaign performance.
- Led the development of marketing mix models to understand the impact of various marketing channels and optimize resource allocation for maximum ROI.
- Conducted key driver analysis to identify the primary factors influencing business metrics, enabling actionable insights for strategic decision-making.
- Applied advanced statistical modeling techniques, including regression analysis and machine learning algorithms, to uncover patterns and relationships in complex datasets.
- Collaborated with cross-functional teams, including marketing, product, and analytics, to align strategies and drive data-informed decision-making.
- Created visually appealing and insightful data visualizations using tools like Matplotlib, Seaborn, Plotly to effectively communicate findings to stakeholders.
- Proficient in creating pipelines using Linked Services, Data sets, Activities, and Transformations in Azure Data Factory. Experienced with various ADF control flow activity transformations.
- Skilled in ingesting data from on-premise to Azure BLOB, ADLS Gen2, Azure SQL DB & Azure Data Warehouse. Designed successful incremental pipelines for updating database files using Azure Data Factory.

Data Science Engineer
July 2021 – Nov 2021

Pianalytix - Hyderabad

Key works: Data Scarping, Data Wrangling and Analysis.

- Air Quality Prediction
- Contributed to an offshore healthcare project performing essential tasks such as data scraping, data cleaning, manipulation, and conducting text analysis on podcast data using NLP.

Assistant Office Manager
2019-2020

Swarna It Solutions - Hyderabad

Certifications

- Data Science AI Course – Social Prachar(2020)
- Azure Data Scientist Associate DP-100 (for Designing and Implementing a Data Science Solutions on Azure) Working.