

Narotham Reddy

Data Scientist | Data Engineer | Data Analyst

Data Scientist with 4 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
+91 7799427942

E-mail
Narothamreddy.narot@gmail.com

Linkedin
[NarothamReddy-DataScientist-Accusaga](#) | [LinkedIn](#)

Portfolio
[Narot-Portfolio](#)

Skills

- Python
- SQL
- Statistics
- Python Libraries (Sklern, Numpy, Pandas, Matplotlib, Seaborn and beautifulsoup)
- DataAnalytics
- MachineLearning
- NaturalLanguageProcessing (NLP)
- GenerativeAI
- DataPreprocessingExpert
- DataVisualization(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 Datafactory

Education

2020
Social Prachar
DataScience & AI

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

WorkHistory

AI/ML Engineer *Oct2023–Present*
RMES India Private Limited -Hyderabad

- Built and developed an end-to-end micro service enabling seamless integration for delivering AI/ML services.
- Supervised and led a team of 8 members, ensuring timely and successful task completion.
- Key modules developed include:
 - Designed forecasting and anomaly detection agents for electrical assets.
 - Built a QueryGPT capable of interacting with relational databases using natural language.
 - Provided comprehensive analytical services for monitoring and analyzing electrical assets.

DataScientist *Dec2021–Sep2023*
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.
- 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.
- Skilled in ingesting data from on-premise to Azure BLOB, ADLS Gen2, Azure SQLDB & Azure Data Warehouse. Designed successful incremental pipelines for updating database files using Azure Data Factory.

DataScience Engineer *July2021–Nov2021*
Pianalytix-Hyderabad

- Keywords: 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

- DataScience AI Course–Social Prachar(2020)