Sneha Reddy

Senior Data Scientist – Predictive Analytics

Remote | sneha.reddy.ds@example.com | (312) 555-7841 | LinkedIn: linkedin.com/in/snehareddy

# Professional Summary

Experienced Data Scientist with 6+ years of experience applying machine learning to solve real-world problems in e-commerce and fintech. Specializes in customer segmentation, churn prediction, and recommendation systems.

# Technical Skills

* Languages: Python, SQL, R
* Libraries: Pandas, NumPy, Scikit-learn, LightGBM
* ML Areas: Classification, Regression, Recommender Systems, Time Series
* Databases: PostgreSQL, BigQuery, Snowflake
* Cloud: AWS, GCP (BigQuery, Vertex AI)
* Visualization: Tableau, Seaborn, Power BI
* Deployment: Docker, Streamlit, Flask

# Professional Experience

## Senior Data Scientist – RetailX Insights (Mar 2020 – Present)

* Developed churn prediction models that increased customer retention by 15%.
* Built recommendation systems using collaborative filtering and clustering techniques.
* Created ETL pipelines and deployed models using GCP Vertex AI.
* Presented findings to stakeholders and led data storytelling workshops.

## Data Scientist – Finlytics Co. (Jul 2017 – Feb 2020)

* Constructed credit scoring models and fraud detection pipelines.
* Used SQL and Python to transform raw data into actionable insights.
* Contributed to the company’s data strategy for marketing analytics.

# Key Projects

### Customer Churn Prediction

Built a predictive model using LightGBM to identify high-risk churn users, leading to targeted campaigns that reduced churn by 12%.

### Product Recommender System

Engineered a hybrid recommendation engine combining content-based and collaborative filtering techniques.

# Education

M.S. in Statistics – University of Chicago (2017)

B.Sc. in Mathematics – Osmania University (2014)

# Certifications

* Google Cloud Professional Data Engineer
* IBM Data Science Professional Certificate