

Prabhavathi Bharadwaj

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Certified Data Science Professional(Edureka)
<https://github.com/PrabhaBharadwaj>

Objective:

To be associated with a progressive organization, dynamic team that gives an opportunity to apply my knowledge, analytical skills and contribute towards building data driven organization.

Summary:

- **Data Science Enthusiast** who can understand the drivers of business results and how data/analytics can accelerate the outcomes.
- Data Analyst and ETL developer with over 8+ years of experience(excluding Maternity break) in the field of Data warehouse. Experienced in Banking, Supply Chain Management and Retail Management domains.
- Proficient in SQL, Teradata and working experience in Python (basics, pandas, numpy), Pyspark, visualization tools (i.eh. matplotlib, seaborn) and statistics concepts.
- Good understanding on Machine Learning (ML) **Supervised** learning, **Unsupervised** learning and **Reinforcement** Learning and apply statistical models in python using machine learning libraries, such as scikit-learn and statsmodels.
- Experienced at creating **Regression** models, **Classification** Models, **Clustering** models and **Ensemble** techniques(Bagging, Boosting) to deliver insights and implement action-oriented solutions to complex business problems targeting customers.
- Applied machine learning **algorithms** such as Linear regression model, Logistic regression model, Decision Tree, Random Forest model, Ada Boost, K-Nearest-Neighbour(KNN) Naive-Bayes, Scalar Vector Machine(SVM), K-mean clustering, Hierarchical clustering. Basic knowledge on Association Rule Mining (Apriori Algorithm) and Recommendation system(UBCF and CBCF)
- Worked extensively on **Feature Engineering**, **Feature Selection** techniques (Dimensionality Reductionality, PCA and LDA algorithms)
- Hyperparameter tuning using Grid search CV and Random Search CV techniques.
- Basic knowledge on Time Series Analysis(TSA) ARMA Model, NLP (Natural Language Processing) techniques and **Deep Learning** (Tensorflow, Keras: ANN,CNN,RNN)
- Experience with CI/CD, MLOps and tools like GitHub(Code version Control), DVC (Data Version Control), MLFlow(model tracking and deployment)
- Understanding on **Web app Framework** like Flask, Streamlit, Fast API, PyWebIO, Flasgger for API development.Knowledge on web scrapping using Beautiful Soup library.
- Knowledge on **Cloud Platform** for ML deployment(Heroku, Azure, AWS EC2, Google Cloud platform)
- Knowledge of **Hadoop** (HDFS, YARN, MapReduce, Hive, Pig, Hbase, Kafka) and **Spark** ecosystem(SparkSQL, Pyspark, Streaming, MLlib). Experience hadling large, distributed datasets (Ingestion, wrangling, analysing, insight generation).

- Submitted multiple prediction, forecasting case study exercises with different models in Edureka. Worked on Pharma, Social media, Retail Projects as main projects in Edureka.
- Dynamic, hard working, adaptable, self-directed and motivated individual with emphasis on delivering quality services.
- Good communication and leadership skills, strong analytical, design skills , problem solving abilities and co-ordination with offshore teams.
- Recognized with 'OS' for extensive quality deliverables in BI projects.

Company Profile:

Company Name	Designation	Duration
NA	Data Scientist Enthusiast	From Nov 2018 Note: Taken Maternity break in Nov 2018 and stuck in India more than 2 yr due to border restriction , Now in SG. During this period Self practicing Data Science
Standard Chartered Bank Singapore	Senior Data Analyst	Sept 2016 to Oct 2018
DBS Asia Hub Singapore	Data Analyst	Dec 2014 to Sept 2016
Tesco HSC Bangalore	Senior Software Engineer	Dec 2013 to Oct 2014
HCL Technologies Ltd. for Intel	Senior Software Engineer	July 2012 to Dec 2013
HCL Technologies Ltd. for OCBC	Software Engineer	July 2010 to July 2012

Education Profile, Certificates:

- Bachelor of Engineering (Electronics & Communication, BMSCE,Bangalore)
- Python for Data Science Professional certified with Grade A (Edureka)
- Bigdata Hadoop Cerification (Edureka)

As a 'Data Analyst':

Roles and Responsibilities Performed:

- Extensively worked on Requirement gathering, Data Analysis, Design, Development, Testing and Implementation. Proficient in Enterprise Data warehouse and ETL concepts. Experience working in Datastage, Ab Initio, FSLDM, Business Objects and Cognos.
- Functional specification document preparation
- Project / UR (User Requests) endorsement from Data warehouse Architectural team
- Involvement in data modeling discussions
- Source systems analysis and source data validation, data profiling. Source to target data mapping preparation
- Analytical data mart mapping i.e converting business rules into technical rules
- Worked closely with Project Team, SME and Internal Business Partners to clarify business requirements. Involved in business/client team meetings.
- Performing Impact analysis
- SIT and UAT test cases preparation

- SIT and UAT data validation, data integrity testing and users signoff co-ordination
- Regression testing/validation support.
- Live verification and business signoff support
- Involved in Statement of Work (SOW) process for few initiatives

As a 'ETL Developer':

Main Roles and Responsibilities Performed:

- Performing data profiling for various source systems
- Upstream and Downstream ETL development i.e Source to EDW and EDW to Data Mart development
- Experienced in developing transformation packages in Oracle Data Integrator (ODI)
- Developing BTEQ and TPT script for data transfer
- Unit testing, SIT, UAT and Regression testing support
- Deployment support
- Experienced in jobs scheduling tools like Control-M and TWS
- Worked on Performance tuning to reduce the load time
- Preparation of NFR documents
- Documents preparation for BAU clearance for production rollout

Projects

Few DataScience Projects:

- Classification :
 - Early NPA detection for loan product
 - Spam-Ham Mail Prediction- NLP
 - Job Type prediction using NLP from Job Title
 - Chemical BioDegradable Material Prediction
 - Cancer Prediction
 - Bank Note Authentication check
- Regression :
 - House price Prediction - Kaggle Competition
 - Salary Prediction
 - Fyntra Retail Shop Sales analysis and helps business Planning
 - Car Price prediction
- Clustering :
 - Clustered the countries based on various sales data provided to us across years by multinational exporter, to target specific countries for more sales
 - Customer Segmentation based on user Data provided by Mall
 - Lithionpower provides electric vehicle(e-vehicle) batteries, this planning to Incentivize Driver's based on their Driving details
- Forecasting:
 - Seaplane forecast demand details to SeaPort business

SCB:

- CAB (Cross Border Asset Booking)
- PEMBROKE

DBS:

- FATCA & CRS Reporting
- Internet Banking and Mobile Banking Digital On-Boarding
- Campaign Fulfillment Reporting
- RM's Incentive Calculation

Tesco:

- Intelligent Trading Platform – Competitor Reactive Pricing
- Netezza To Exadata Migration Project

Intel:

- Perfect Order Metrics (POM)
- Strom

OCBC:

- Global MIS Malaysia, OCBC Malaysia Regulatory Reporting(MYRR)

Personal Details

Nationality	Indian
Sex	Female
Marital Status	Married
Current Location	Singapore (DP)

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge.

Prabhavathi Bharadwaj