Prajwal S

Artificial Intelligence Specialist | Data Scientist

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SUMMARY

AI Specialist with 3.11 years of experience in leveraging advanced **machine learning** and **artificial intelligence** techniques to drive business outcomes. Expertise in Python for **data** manipulation, **statistical analysis**, and AI model development. Skilled in building and deploying AI-driven solutions to solve complex business problems, including **predictive modeling**, customer behavior analysis, and campaign optimization. Proficient in using Python libraries and frameworks for data extraction, analysis, and visualization, effectively communicating insights through intuitive visualizations for stakeholders. These **AI-driven solutions** have resulted in a **15% increase in customer retention** and a **10% boost in campaign ROI**.

KEY SKILLS

• **Machine Learning Algorithms & Methodologies**
• **A/B Testing & Multivariate Analysis** • **Deep Learning Frameworks** • **Data Mining & Analytics** • **Predictive & Statistical Modelling** • **Data Visualization** • **Feature Engineering** • **Hyperparameter Tuning** • **AI-Driven Marketing Strategies** • **Problem Solving Skills** • **Marketing Technology Research & Implementation** • **Event-Driven Marketing & Campaign Optimization** • **Customer Analytics**

TECHNICAL SKILLS

Languages: Python, Java, HTML, JavaScript, C, C++
Deep Learning: ANN, CNN, LSTM, RNN, GRU (TensorFlow, Keras)
Databases: MySQL, MongoDB, Microsoft SQL Server, GCP (Experience in performance tuning, query optimization, and handling large datasets)
Statistics/ML: Linear Regression, Logistic Regression, Ensemble Trees, K-Means Clustering, Principal Component Analysis (PCA), XGBoost
APIs & AI Tools: OpenAI GPT API, Tesseract, Spacy
Software Tools: Jupyter Notebook, PyCharm, Eclipse IDE, IntelliJ IDEA, Spyder, Google Colab, Postman, Oracle SQL Developer, Android Studio, Atom, Microsoft Office, Microsoft SQL Server, Git, Notepad++
Libraries: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Prophet, OpenCV, Ghostscript, PDFminer, Xlrd, Pycountry, Hypothesis, Sphinx, Logger, XlsxWriter

EDUCATION

Master of Science in Data Science	Aug '23
Liverpool John Moores University - (LJMU)	United Kingdom

MS in data science with specialization on deep learning

Post Graduation in Data Science	Sep '22
International Institute of Information Technology Bangalore - (IIITB)	Bengaluru

PG in data science with specialization on deep learning

Bachelor of Engineering in Computer Science	Oct '20
Visvesvaraya Technological University - (VTU)	Bengaluru

BE in computer science

RESEARCH PROJECT

Seller-Buyer Price Negotiation using Machine Learning Techniques (Masters Dissertation) — May '23

- **Summary:**
  This research focuses on negotiation or bargaining, a skill involving interaction between parties to reach a mutually beneficial agreement. The project integrates machine learning algorithms with **ensemble techniques** to study price negotiation. The goal is to forecast optimal prices, with further analysis done through **averaging** for discounting and conducting what-if scenarios.
- **Key Achievement:**
  Developed a machine learning model with an **AUC score of 0.85** and **79% accuracy** in predicting negotiation outcomes.

PROFESSIONAL EXPERIENCE

Artificial Intelligence Specialist — Nov '23 - Present
Petromin Corporation — Bengaluru

PROJECTS:

1. **Customer Next Arrival Prediction:**
   - Developed a predictive model to forecast customer next arrival for **automotive services** such as Preventive Maintenance Service (PMS) and AC servicing, Tire, Battery
   - Achieved an **87% accuracy** in predicting service needs, enabling **proactive customer engagement**, which resulted in a **10% increase in customer retention**
2. **Predictive Analytics Engine:**
   - Built a machine learning engine to predict **customer lifetime value (CLV), churn probability**, and marketing campaign effectiveness
   - Improved CLV prediction accuracy to **85%**, leading to a **15% increase in cross-sell/up-sell opportunities**. Churn prediction led to a **20% reduction in customer attrition**
3. **Inventory Management Forecast:**
   - Designed a spare parts forecast model for automotive aftersales services by leveraging inventory reports, including Parts Master, Stock History, and Part Aging data
   - Improved inventory planning by accurately predicting spare part demand, **reducing overstock by 15%** and **minimizing stockouts by 20%**
4. **CRM AI Solution:**
   - Engineered an **AI-driven solution** to optimize lead generation and conversion processes using existing third-party CRM data
   - Addressed gaps in lead tracking, achieving a **25% improvement in conversion** efficiency and aligning processes with business targets.

CERTIFICATIONS/TRAINING

- **PCAP: Programming Essentials in Python** – Python Institute
- **Python and Flask Framework Complete Course** – Udemy
- **Core Java Programming Course (A+ Grade)** – Rooman Technologies
- **HackerRank Python Skill Basics** – HackerRank
- **Machine Learning** – Udemy
- **Python 101 for Data Science** – IBM Developer Skills Network
- **The Fundamentals of Digital Marketing** – Google Digital Garage
- **AWS Cloud Practitioner Essentials** – AWS Training & Certification
- **Google Cloud Platform Business Professional Accreditation** – Google Cloud
- **Python, Machine Learning, Django, Deep Learning, Natural Language Processing Unified Course** – Pentagon Space

ACHIEVEMENTS & VOLUNTEER EXPERIENCE

- Awarded the "**DREAM TEAM AWARD**" - Virtusa's Organizational Level Award for being an Absolute Team Player, team productivity with a holistic approach to the project assigned.
- Awarded the "**Leadership Award**" - Virtusa's Organizational level Award for being proactive and going the extra mile, for being very interactive and a good communicator
- For enthusiastic participation in the **Learnathon**, I received titled "**Champion of learners week.**"
- Did volunteer work at a **Red Cross Blood Drive** to encourage blood donation.
- Played an active role in planning the **college fest** and was a part of the core committee team.

Software Engineer - (Python Developer)

Virtusa Consulting Services Private Limited

Mar '21 - Nov '23
Bengaluru

PROJECTS:

1. **Retail Bank statements Validation|| CITI BANK :**
   - Implemented an automated process that efficiently evaluates over millions of **bank statements** daily for a prominent **banking customer.** Utilized **Oracle database** and **parallel execution** with multi-threading, resulting in a 30% reduction in processing time
   - Conducted comprehensive **validation of customer data**, encompassing capital interest, **minimum payment**, **APY**, and other critical factors. This streamlined banking operations and achieved an impressive 88% accuracy rate in the validation process
2. **Infinity || CITI BANK :**
   - Project work involved using **OpenCV**, Tesseract **OCR**, and **ML libraries** to automate complex PDF data extraction
   - Accomplished a remarkable 20% increase in **model efficiency** for accurate information extraction

KEY MACHINE LEARNING

- **Eye for Blind** (**CNN-based encoder & RNN-based decoder**)
- **Gesture Recognition**-Neural Networks Project (**CNN & RNN**)
- **Bank Telemarketing Campaign- Exploratory data analysis** (EDA)
- **Media Company Case study - Exploratory data analysis** (EDA)
- **Telecom Churn Case Study-** ML Project (**Decision tree, Random Forest, XGboost**)
- **Skin Cancer Detection (using CNN)**
- **House Price Prediction-Advance Regression (ML)**
- **Bike Sharing Case Study-ML Project (Linear Regression)**
- **Lead Scoring Case Study-ML Project (Logistic Regression)**
- **Bank Credit Case Study (Exploratory Data Analysis)**
- **IMDB Movie Case Study (Data Visualization)**