

CONTACT



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EXPERIENCE

SPECIALIST - CRM (DATA SCIENCE)

RAYMOND LIMITED

April 2022 - Present | 1yr 7mo

DATA SCIENCE - CONSULTANT

BRM ANALYTICS

April 2021 - April 2022 | 1yr 0mo

ASSOCIATE CUSTOMER SUPPORT

TECH MAHINDRA LIMITED

Aug 2019 - May 2020 | 8mo

PROFESSIONAL SKILLS

• PROGRAMMING LANGUAGE - PYTHON

• DATABASE - SQL, MYSQL

LIBRARIES - PANDAS, NUMPY, MATPLOTLIB, SEABORN, SCIKITLEARN,

• PYTORCH, TENSORFLOW, KERAS

MACHINE LEARNING - SUPERVISED & UNSUPERVISED ML ALGORITHMS. LINEAR REGRESSION, KNN, LOGISTICS REGRESSION, DECISION TREES, KMEANS CLUSTERING, XGBOOST, SVM, RANDOMFOREST, BAGGING, BOOSTING

• DEEP LEARNING - ANN, CNN,

• LSTM, NEURAL NETWORKS

• DASHBOARDING - TABLEAU, POWERBI

• CLOUD - AWS, HEROKU, FLASK

• GIT - GITHUB, GITLAB CI CD PIPELINES

• OS / IDE - WINDOWS, LINUX, SPYDER

• ANACONDA, JUPYTER NOTEBOOKS.

STATISTICS, MATHEMATICS,

• EXPLORATORY DATA ANALYSIS, PCA, VISUALIZATION, EXCEL, POWER POINT

PRATHMESH CHAVAN

DATA SCIENTIST

PROFESSIONAL SUMMARY

- Analytics professional with total 3+ years of experience, 2.5 years as Data Scientist in developing end-to-end Machine Learning workflows. Including Data Preparation, Feature Engineering, Exploratory data analysis, Selection of right learning algorithm, hyper-parameter tuning, validation, test, and model management
- Analyzing large amounts of data, Statistical and Machine learning methodologies for developing and testing models, running computational experiments and fine-tuning model parameters. Identifying relationships between business data and outcomes, define outliers and justify those outcomes to business customers.
- Experience in Developing code to analyze data and build statistical and machine learning models and algorithms
- Strong understanding of advanced Machine learning techniques, Statistical modeling, processing and transforming data, Understanding of the Machine Learning lifecycle - feature engineering, training, validation, scaling, deployment, scoring.

PROJECTS

CUSTOMER LIFETIME VALUE PREDICTION AND CUSTOMER SEGMENTATION | RAYMOND LIMITED

- Built ML model using **KMeans** clustering for segmenting 55Lakhs customer into segments like **Potential_Churn, Loyal, Win-back, Potential_Loyal, Dormant, Loyal_Churned, New**, etc
- Increased campaign response rate from **2% to 9%**, **Increased sales by 17%**, **optimized marketing campaigns**

CROSS SELLING OPTIMIZATION | RAYMOND LIMITED

- Engineered **27-dimensional** feature vectors on over **48 Lakhs** records, improving F2 scores from **0.72 to 0.84**, utilizing **XGBoost** and **RandomForest** models, Employed Cross Validation techniques and hyperparameter tuning using the **RandomizedSearchCV** to fine-tune the XGBoost model, Successfully utilized model, resulting in a remarkable **7% response rate**

PRODUCT RECOMMENDATION | RAYMOND LIMITED

- Built Recommendation engine using **Collaborative filtering tech.** (Market Basket Analysis) on **60Lakh** customers.
- Recommended new products to existing customers based on historical purchasing pattern to enhance **product adoption rate**. Significant Increased Cross Product / Cross Brand sales rate with minimal marketing cost. Provided **actionable insights**.

POWERBI - PYTHON INTEGRATION | BRM ANALYTICS LTD

- Traditionally Excel sheets were used for sharing reports / prediction results, which was visually inconvenient for cross functional teams. Hence, Power BI - Python implementation was
- used for visualization and ML model prediction to effectively communicate results across brands / product teams.

EDUCATIONAL DETAILS

MASTER'S IN COMPUTER APPLICATION (MCA)

BHARATI VIDYAPEETH UNIVERSITY

2021 - 2023 | 8 CGPA

BACHELOR'S IN COMPUTER APPLICATION (BCA))

PUNE UNIVERSITY

2016 - 2019 | 62.20 %