PRATHMESH **CHAVAN**

DATA SCIENTIST

CONTACT

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PROFESSIONAL SUMMARY

- Analytics professional with total 3 years of experience, 2.3+ 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.

EXPERIENCE

SPECIALIST - CRM (ANALYTICS)
RAYMOND LIMITED
April 2022 - Present | 1yr 3mo

DATA SCIENCE - CONSULTANT
BRM ANALYTICS
April 2021 - April 2022 | 1yr 0mo

ASSOCIATE CUSTOMER SUPPORT
TECH MAHINDRA LIMITED
Aug 2019 - May 2020 | 8mo

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 SELLLING OPTIMIZATION | RAYMOND LIMITED

- Engineered **27-dimensional** feature vectors on over **48 Lakhs** records, improving F2 scores from **0.64 to 0.87**, 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 B I -Python implementation was used for visualization and ML model prediction to effectively communicate results across brands / product teams.

PROFESSIONAL SKILLS

- **PROGRAMMING LANGUAGE** - PYTHON
- **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, RNN, CNN, LSTM, RCNN, NEURAL NETWORKS
- **DASHBOARDING** - TABLEAU, POWERBI
- **CLOUD** - AWS, HEROKU, FLASK
- **DATABASE** - SQL, MYSQL
- **GIT** - GITHUB, GITLAB CI CD PIPELINES
- **OS / IDE** - WINDOWS, LINUX, SPYDER ANACONDA, JUPYTER NOTEBOOKS.
- **STATISTICS, MATHEMATICS, EXPLOTAORY DATA ANALYSIS, PCA, VISUALIZATION, EXCEL, POWER POINT**

EDUCATIONAL DETAILS

MASTER'S IN COMPUTER APPLICATION (MCA)
- BHARATI VIDYAPEETH UNIVERSITY
- 2021 - PRESENT | 8 CGPA

BACHELOR'S IN COMPUTER APPLICATION (BCA)
- PUNE UNIVERSITY
- 2016 - 2019 | 62.20 %