

CONTACT



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EXPERIENCE

SPECIALIST - CRM (ANALYTICS)

RAYMOND LIMITED

April 2022 - Present | 1yr 2mo

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
- **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, 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, EXPLORATORY DATA ANALYSIS, PCA, VISUALIZATION, EXCEL, POWER POINT**

PRATHMESH CHAVAN

DATA SCIENTIST

PROFESSIONAL SUMMARY

- Analytics professional with total 3 years of experience, 2+ 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

- Machine Learning model was built using KMeans clustering algorithm for data segmentation for marketing campaigns.
- Created Customer segments like Potential_Churn, Loyal, Potential_Loyal, Win-back, Churned customer segments.
- Increased customer retention rate by targeting correct customer cohorts, optimized marketing campaigns and improved ROI

PRODUCT RECOMMENDATION | RAYMOND LIMITED

- Built Recommendation engine using Collaborative filtering (Market Basket Analysis).
- Recommended / Cross Sell 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 for strategy building.

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 - PRESENT | 8 CGPA

BACHELOR'S IN COMPUTER APPLICATION (BCA)

- PUNE UNIVERSITY
- 2016 - 2019 | 62.20 %