PRATHMESH CHAVAN

DATA SCIENTIST

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📍 PUNE

🌐 Linkedin
Github

PROFILE

- Analytics professional with total 3 years of experience, 2+ years as Data Scientist in Data Modelling, Data Visualization, Data Analytics and Insights, AI, Machine and Deep Learning and Statistical modeling using Python.
- Strong understanding of advanced data mining techniques, curating, processing and transforming data, Understanding of the Machine Learning lifecycle - feature engineering, training, validation, scaling, deployment, scoring.
- Experience in Supervised and Unsupervised Machine Learning including Classification, Forecasting, Pattern Detection using variety of techniques such a Decision trees, Time Series Analysis, Bagging and Boosting algorithms, Neural Networks, Deep Learning.

PROFESSIONAL EXPERIENCE

SPECIALIST - CRM (ANALYTICS)
RAYMOND LIMITED
APRIL 2022 - PRESENT

DATA SCIENCE CONSULTANT
BRM ANALYTICS PVT LTD
APRIL 2021 - APRIL 2022

ASSOCIATE CUSTOMER SUPPORT
TECH MAHINDRA
AUGUST 2019 - MAY 2020

PROJECTS

CUSTOMER LIFETIME VALUE PREDICTION AND SEGMENTATION | RAYMOND LTD

- Machine Learning model was built using KMeans clustering algorithm for data segmentation based on Recency, Frequency and Monetary.
- Created Customer segments like Potential_Churn, Loyal, Potential_Loyal, Win-back, Churned.
- Optimized marketing campaigns, Generated high ROI and improved customer retention rate / Customer Churn Rate.

PRODUCT RECOMMENDATION | RAYMOND LTD

- Built Recommendation engine using 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.

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, PowerBI-Python implementation was used for visualization and ML model prediction to effectively communicate results across brands / product teams.

EDUCATION

MASTERS IN COMPUTER APPLICATION (M.C.A)
DISTANCE EDUCATION
2021 - Present
8.0 CGPA

BACHELOR OF COMPUTER APPLICATION (B.C.A)
2016 - 2019
63%

SKILLS

- **Python**
- **Machine Learning**
- **Statistical Modeling**
- **Querying Language - SQL**
- **Visualization**
- **Data Analysis**

- **Tableau**
- **Cloud - AWS**
- **Github, GitLab CI/CD**
- **Keras, TensorFlow**
- **ANN, CNN, LSTM**
- **MS Office**