

RAKESH JALLA

Chief Product Engineer

INFO

PHONE

+601111702639

EMAIL

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LINKS

[LinkedIn](#)

SKILLS

Python

R

Machine Learning

Predictive Analytics

Data Analytics

Data Mining

SQL

Tableau

SAS Enterprise Miner

SAS Studio

Data Visualization

Spark

Java

Spring

Hibernate

PROFILE

Passionate Data Scientist with more than 3 years of experience in Data Analytics, Data Mining, Data Visualization and Machine Learning.

Over 11 years of experience in cross platform Application Designing and Development using Java based technologies.

Highly experienced in managing and communicating with the stakeholders.

Mentored and guided several developers on technical expertise, product knowledge and domain knowledge.

Excellent Interpersonal skills, strong communication skills and a very strong team player.

EMPLOYMENT HISTORY

Chief Product Engineer, Maybank sdn bhd

Kuala Lumpur

Sep 2018 — Present

Project: Unified Customer On-boarding (UNICORN)

Developing a customer on-boarding platform that can be centrally used as a one stop Customer On-boarding solution and Customer Information central application. The Application caters 360 degree view of the Customer Information including implementation of product suggestions and product cross selling modules using unsupervised and supervised machine learning algorithms. The application is equipped with classifying a customer to predict potential investment capabilities using Data Analytics.

Roles:

1. Manage the expectations of stakeholders throughout the project period.
2. Designed the data models that are responsible for calculating customer value for the bank.
3. Designed and developed the solutions for customer data inflow to data analytical servers.
4. Effective usage of data processing techniques like SMOTE and imputation techniques for missing instrumental data were the initiatives made by me in this project.

React

Shell Scripting

HOBBIES

Aquascaping, Hiking, Indoor
Plantation

LANGUAGES

English

Hindi

Telugu

5. Mentored several product engineering teams and always made myself available for needed guidance and help.

6. Prepare and produce detail analysis of timeline delays, escalations and project execution issues to the stakeholder.

Technologies: SQL, Python, Machine Learning (Algorithms: Random Forest Classification, Logistic Regression, Cluster Analysis), Apriori Based Algorithms, SMOTE, Spring Boot, JPA, Hibernate, React, RESTFUL (Using Spring Rest Template), D3.js.

Data Scientist, Maybank sdn bhd

Kuala Lumpur

Sep 2019 — Dec 2019

Project: Micro Credit Product Eligibility System

This project is for developing predictive models using machine learning to identify customers eligible for micro credits. Customer Information Files are cleaned and pre-processed for training machine learning models that can classify the customer as eligible or not eligible for disbursement of micro finance.

Roles:

1. Responsible for data sampling, data cleaning and data pre-processing of the customer data fetched from customer information files.
2. Identified the weighted customer variables that model the data.
3. Developed various machine learning models to classify the customers based on identified variables.
4. Developed dashboards in Tableau describing the data and data model for the business user's review and model acceptance

Technologies: Python, R, Cluster Analysis, Supervised Machine Learning (Multinomial Logistic Regression, Random Forest Classification, Artificial Neural Networks), SMOTE, Tableau.

Technology Lead, Maybank sdn bhd

Kuala Lumpur

Jul 2017 — Aug 2018

Project: MAS 626, Singapore Local Incorporation of foreign banks.

This is a compliance project requiring Maybank Singapore to migrate operation standards to MAS's policies and rules. As part of this project, manual verification of the customer details against the Thomson Reuters (TR) World Check database should be automated to increase the match threshold to 80% thus improving accuracy and performance.

Roles:

1. Perform Proof of Concept on the proposed ideas and present to the stakeholders and Business analysis team.
2. Interact with the Business User and Business Analyst teams to baseline the requirements.
3. Responsible for mentoring, guiding and reviewing the work of the scrum teams involved in development.
4. Designed and developed NLP based data modeling to identify matching customers against TR's World Check One blacklist and PEP database.
5. Guide and review the development team throughout the project lifecycle.

Technologies: NLP, Python, Levenshtein distance, Java, Restful API, Spring, Hibernate.

Senior Developer, Maybank sdn bhd

Kuala Lumpur

May 2013 — Jun 2017

Project : Regional Banking Solution Branch Front End.

This is a transformation project migrating the legacy Branch Front End System to a desktop based Swings application for Maybank Singapore.

Roles :

1. Involve in requirement gathering to baseline the requirements.
2. Perform requirement assessment, impact analysis and provide effort estimation.
3. Develop, unit test and deploy the solution and support the application throughout the life cycle.
4. Provide L3 support to production environment.

Technologies : Core Java, J2EE, SOAP, RESTFUL, SQL, SI Workflow Engine, XML.

Systems Engineer, Infosys Ltd

Hyderabad

Jun 2008 — Feb 2013

Project : Finacle, Customer Relationship Management System (CRM)

Development of various applications to support CRM based on user requirements. Application modules developed include Loan Origination System, Account Originations, Direct Banking and Campaign Management System.

Roles :

1. Interact with the business analysis team and user team to understand and baseline the requirements.
2. Develop and support the application throughout the project lifecycle.
3. Perform peer code review and involve in unit testing.

Technologies : Core Java, J2EE, SOAP, XML, XSD, JMS, MQ, Oracle SQL.

EDUCATION

M.sc in Data Science and Business Analytics, Asia Pacific University

Kuala Lumpur

Mar 2017 — Dec 2019

Acquired most important skills in the field of Data Science mainly on Analytical Thinking, Visualization Techniques, Story Telling and Presentation capabilities, Various Data Analysis methods, Statistical Concepts, Data Model Validation, Research Methodologies and AI Models.

Capstone Project : Semantic Customer Finder

The project uses Natural Language Processing(NLP) as its core to identify potential customers of any given product. Data is collected by the application on runtime from Twitter using Tweepy and fed into the data ingestion framework Apache Nifi for data pre-processing. Machine Learning Models are trained using various algorithms based on data specific to the product type. On the runtime, the machine learning model is dynamically chosen based on the product category and based on the predefined meta data parameters of the data.

Technologies: Python, Apache Nifi, Python Flask, React, RESTFUL API, Tableau, Supervised Machine Learning (Multinomial Logistic Regression, SVM, ANN), Principal Component Analysis.

B.Tech in Electronics and Instrumentation Engineering, DVR & HS, MIC College of Engineering

Kanchikacherla

Oct 2004 — May 2008

ACHIEVEMENTS

Hackathon

Machine Learning Challenge finalist conducted by Maybank and INSEAD.

Best Scrum Team

Best Scrum Team of Maybank for the Sprint (January 2019)

Best Scrum Team

Best Scrum Team of Maybank for the Sprint (December 2018)