

RAJA SEKHAR REDDY DODDA

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OBJECTIVE

To seek a challenging position in an organization that provides me an opportunity to pursue career in field of Data Science & Big data Analytics and provide me with global exposure to excel in my work to make contribution towards growth of the organization.

CORE COMPETENCIES

Systems Analysis

**Machine Learning/Deep
Learning/Tableau/Analytical
Specialist**

/NLP

Predictive Analytics

Summary:consultant with 3 years of experience in core data science, Analytics, Experience in Banking, credit cards, Telecom, Retail, Web analytics and Debt Collection Strategy models.

I have been working on different Algorithms include Machine Learning techniques, NLP (Natural language processing), Linear & Logistic Regression analysis, Segmentation, Decisions trees, Cluster analysis and factor analysis, Natural language processing, Time Series Analysis, K-Means algorithm, Random Forests Algorithm, Sentimental analysis.

Major Contribution Towards: **MACHINE LEARNING** Algorithms (Predictive analytics).s

TECHNICAL SKILLSET

- Data analysis Using various machine learning algorithms and deep learning algorithms.
- Proficient in tools for analysis using **Python** (NumPy, Pandas, Matplotlib, seaborn, scikit learn, stat models and NLTK).
- R Tool (Caret, Random Forest, Dplyr and ggplot2).
- Data visualization using R, Python and Tableau.
- Predictive analytics and NLP.
- Platforms like Linux/UNIX and Virtual Machine Environments.
- Experience with SQL and databases like My SQL server and Teradata.
- Well versed in big data tools are pig, Hive and Impala.

Bitstat Technologies Pvt Ltd

August 2015 to till date

Senior Consultant

Projects:

- **Voice connectivity Project :**

It was a US telecom company project in which we have to find out the major reasons behind the call drop. While making any call the company stores all the information of the customers such as Cell ID, Location Area Code, Type Allocation Code, Physical Cell ID, Latitude and Longitude, Network type , Name of network operator, data state on device, is device on roaming, mobile country code, mobile

network code, frequency band, etc.. Data is prepared in such a way that these change in attributes at the time of call drop and call end are captured.

Successful call have events such as

- o New outgoing call
- o Placing call
- o Off hook
- o Connected
- o Call disconnected
- o Call end

Call drop call have events such as

- o New outgoing call
- o Placing call
- o Off hook
- o Connected
- o Call drop

Responsibilities:

- Worked on data pre-processing stage which involved **cleaning of data using Python**
- Created various **dummy variables** from the data using Python
- Used data imputation techniques for **missing data** using Python
- Involved in coming up with various **visualizations using ggplot**
- Analyzed and used advanced analytical techniques such as **Regression, ARM** and **Random forest** algorithm.
- Used **ROC** and **AUC** to check optimal cutoff value and performance of model.

PROJECT II: Web site views forecasting.

Tools: Python (NumPy, Pandas, Stat models, Matplotlib, scikitlearn and seaborn).

Duration: Nov 2016 - Sep 2017.

Roles & Responsibility:

- Identifying the business problem and understanding the requirements of the clients.
- Weblog data sanitization by extracting useful information from the web URL and outlier treatment.
- Identifying the KPIs and representing them in visual form using graphs and charts.
- Identifying and neutralizing volatility and seasonality in the data.
- Identifying the model (AR, MA, ARIMA) and the order of the model.
- Building the model and cross validation of model using white noise and other metrics (RMSE, AIC, MAPE).
- Forecasting the values using ARIMA model.

PROJECT III: Digital Marketing Monthly BI Reports and analysis and forecasting for website views.

Tools: R, Python, Tableau, Excel and SQL server.

Duration: Dec 2015 - Oct 2016.

- Phase1: Weblog data sanitization, missing value treatment, outlier treatment finally data audit.

- Phase2: Preparation of BI reports that include creating tables, descriptive analysis & charts. Visualization of Key Performance Indicators. Control charts and alert system. Benchmark analysis & RAG status charts.
- Phase3: Automation of tables & reports generation using R& Excel macros.

Social Media Reporting and analysis:

- Phase1: Data preparation including data sanitization, missing value treatment and outlier treatment.
- Phase2: Reporting of social media metrics like number of comments, mentions, posts, blog posts, tweets, likes, fans, followers, replies, reviews, shares, time interval between posts across demographics parameters like location, age and gender.

PROJECT IV: Library data weblog Analysis

Tools: R, Excel and SQL server.

Duration: Aug 2015 - Nov 2015.

- Data preparation including data sanitization, missing value treatment and outlier treatment.

Academia:

QUALIFICATION	YEAR	UNIVERSITY	SPECILIZATION
B.TECH	2015	VIGNAN	E.C.E
H.S.C	2011	AP Board	MATHS
S.S.C	2009	AP Board	COMMON

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