

Gaddam vinay

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Professional Summary:

- Having 4+ years in the field of Analytics and advanced business analytics (Data Science) to build predictive framework/ML to draw insights at scale for different aspects of business.
- Developing and implementing advanced analytics approaches including statistical modeling, machine learning principles etc. to answer business questions & drive actionable insights using **SAS, R and Python**.
- Hands on experience in Analytics - deriving key business impact from data and in creating algorithms, implementing an analytical solution based on analysis with large, complex, structured and unstructured data sets to provide better insights.
- Analyzed business problems using data from different sources to provide strategic and actionable business insights.
- Experience and knowledge in statistical and machine learning techniques: Linear/logistic regression, Decision trees, Random Forest, SVM, Clustering, NLP, Text mining, neural networks etc.
- Deep understanding of statistical modeling/machine learning/data mining concepts.
- Done the Model implementation by using Python API's
- Created the ensemble models, to choose the best model by using various algorithms.
- Able to leverage a heavy dose of mathematics and applied statistics with visualization and a healthy sense of exploration.
- Team player with a 'can do' attitude.
- High degree of flexibility, independent and proactive working style.
- Ability to work well under pressure and on multiple and conflicting priorities.
- Strong Experience on Sql,plsql
- Strong Knowledge on Hadoop Hive,Map Reducing
- Strong Knowledge on Qlikview
- Love to have passion to learn, think out of box and hard working.

Employment History:

Name of the Company	Designation	From	To
PARK Information Systems Limited	Software Engineer	Aug 2014	April 2017
Infosys Limited	Technology Analyst	April 2017	Till Date

Academic Qualification:

- **ME-Master of Engineering**
Easwari Engineering College,Chennai.
- **BE-Bachelor of Engineering**
Kamban Engineering College, Thiruvannamalai.

Technical Expertise:

Data Science Tools	:R,Python,SAS
Data Visualization Tools	:R, Qlikview
Databases	:Oracle, Teradata
Programming Language	:Python,Sql,Plsql,Unix

Achievements:

- Performance Excellence Award (“We Appreciated”) from Present Company for outstanding contribution to project.

Seminar Attended:

- Attended seminar on Big Data at JAIN UNIVERSITY, Bangalore.

Project I:

Project : Churn Analysis model

Objective : prediction on churn customers.

Technologies : Hadoop server, R- Studio and Python

Roles and Responsibilities

- Gather the data to identify the customer behavior (1.5 million records and 60 variables)
- Identify the anomalies, missing values and outlier's treatment
- Used various techniques to treat the missing values and outliers.
- Applied various transformation techniques to normalize the data.
- Created SMOT, Balanced data techniques (over sampling and under sampling) for classifying the data
- Applied the segmentation techniques to identify various patterns of customer behavior.
- Build the various machine learning model to choose the best model
- Created various cross validation techniques (Boot strapping and K-Fold techniques)
- Applied Ensemble methods to increase the accuracy of a model
- Created various metrics to check the model performance

Project II:

Project :Exploratory Data analysis for Billing and Complaints Data

Objective : Identify the drivers for Billing and complaints data.

Technologies : Hadoop server, R- Studio and Python

Roles and Responsibilities:

- Identify the key metrics for Billing and complaints data (Usage information, Roaming information, network information)
- Did data sanity check (Missing values and Outliers data)
- Created univariate analysis for all the key metrics
- Created various data patterns for Billing and complaints data
- Applied Cohort analysis to understand customer movement from month on month

- Identified relation between categorical variables by using Chi-Square test.
- Identified relation between numeric variables by using the correlation techniques
- Applied various Anova methods to finding relation between the variables
- Created multi variate analysis for few variables
- Generated reports for monthly and quarterly for all key metrics variables

Project III:

Project : Delinquent customer analysis

Objective : Prediction on delinquent customer

Technologies : Hadoop server, R- Studio and Python

Roles and Responsibilities:

- Gathered the 2.5 million records data along with 90 variables
- Created data patterns by using the key metrics are like Billing information and payment information
- Applied Roll rate analysis to create the bad flag
- Did driver analysis to understand most important variables
- Built the logistic regression analysis to find who are likely to become as a delinquent
- Created metrics are like Sensitivity, Specificity, Roc curve,AUC, F1 score, recall and precision
- Applied rigid regression and lasso regression to regularize the coefficients

Project IV:

Project: Next best offers for banking customers

Objective: Opportunity to analyze customer banking to detect opportunities for personal banker to cross and up sell

Technologies : Hadoop server, R- Studio and Python

Roles and Responsibilities:

- Understanding the business problem and pulled information.
- Information in transactional systems needed to be pulled together and analyzed.
- 2.7 million daily customers events.
- Building a predictive model to identify effective customers.
- Building a recommendation engine form a specific type of information filtering system techniques that attempts to present information items that are likely of interest user
- Validating a model by using cross validation methods are like grid search and boot strapping
- By using different validation metrics are like (KS Statistics, Gini , ROC curve , sensitivity, AUC, Somers D)
- Checking the model stability at testing phases and Out of time validation

- Built the various models to measure the model performance and model accuracy.

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