

Shaik Hidaythulla

shaik.hidaythulla04@gmail.com | +91-7702299692

| [LinkedIn](#) | [GitHub](#) | [Hugging Face](#) |

Education

Sree Vidyanikethan Engineering College, Tirupati

2018 - 2022

- B.Tech(EEE) - 8.1 CGPA

Ratnam Junior College, Nellore

2016 - 2018

- Intermediate - 94%

Skills

Python | SQL | Data Visualization | Machine Learning | Deep Learning | NLP | Power BI

Work Experience

Infosys Pvt Ltd | ML Engineer

Oct'23 - Present

- Developing sentiment analysis models for customer feedback and review data.
- Designed a predictive model to classify customer booking behavior, achieving 85% accuracy and identified key features that influence customer decisions.
- Conducted customer segmentation analysis enhancing customer engagement by 25%.

Infosys Pvt Ltd | Data Analyst

Aug'22 - Sep'23

- Analyzed and tracked the performance of 5+ new features in the "Infy Me" app, using key metrics to assess user engagement and conducting post-launch analyses to achieve a 15% increase in user retention over 6 months
- Developed interactive dashboards using Power BI, improving data accessibility and decision-making processes for stakeholders.

Projects

Predictive Analytics and Customer Insights | Python, scikit-learn, BeautifulSoup, NLTK, TextBlob, matplotlib.

- Analyzing customer reviews using Python, implementing sentiment analysis and topic modeling to uncover insights on service quality and customer experience
- Built a predictive model to classify customer booking behavior with 85% accuracy and identified top 5 features influencing bookings
- Developed visualizations, including wordclouds and feature importance plots, that improved stakeholder understanding of customer satisfaction trends by 30%
- Delivered insights that increased resource allocation efficiency by 15% and customer engagement rates by 20%, enabling data-driven operational strategies

Customer Segmentation using RFM Approach | Python, scikit learn, SQL

- Executed a customer segmentation analysis for an e-commerce platform utilizing the RFM (Recency, Frequency, Monetary) methodology, leading to 15% increase in targeted marketing effectiveness.
- Employed clustering algorithms to categorize customers according to their RFM scores, contributing to 10% rise in customer retention rates.
- Enabled e-commerce company to optimize retention and acquisition strategies, resulting in advanced engagement of customers by 25%.

Developed an NLP Application (Personal Project) [demo](#) | Streamlit, HuggingFace Transformers, Python, NLP

- Built an NLP application to perform diverse text processing tasks using Streamlit and Hugging Face Transformers.
- Delivered a seamless NLP platform with multiple text processing tasks in one app

Positions of Responsibility

Infosys Pvt Ltd | ML Engineer

Oct'23 - Present

- Conducted thorough EDA to gain insights into underlying patterns and trends in large scale datasets, informing the development of ML models, resulting in 10% increase in model accuracy.
- Implemented advanced feature engineering techniques to extract relevant information and enhance the predictive power of models, leading to 20% decrease in prediction errors.
- Stayed abreast of the latest developments and advancements in AI and machine learning research, contributing to a 25% increase in productivity and efficiency in model development processes

Certifications

- Certified Data Science Professional (Certificate Serial Number: ODIN1002411)
- Career Essentials in Data Analysis by Microsoft and LinkedIn