Samarth Prabhu

📍 Mumbai, India 📞 (+91) 8169143075 ✉ prabhusamarth001@gmail.com

Website   Linkedin

WORK EXPERIENCE

Data Scientist and Business Intelligence | QuantumLink Communications | Mumbai | August 2022 - Present

- **Customer Behavior Prediction:** Managed initiatives delivering 80% accuracy in predicting customer behavior using classification and clustering methods.
- **Text Analytics:** Leveraged NLP and conducted quantitative analysis of sales activities, reducing case prioritization time by 2 hours per day
- **Real Time Market Analysis:** Spearheaded ETL automations, integrating data from 3+ third-party sources into the CRM, shifting from monthly to real time analysis.
- **Lead Quality Metrics:** Led Intiatives to craft more than 10 metrics to track lead quality improvements and assess the effectiveness of marketing campaigns enhancing lead quality by 5%
- **Business Intelligence Dashboards:** Designed 5 Power BI dashboards supporting customer acquisition, retention, and activity, boosting operational efficiency.
- **Automated Performance Reports:** Engineered systems to produce monthly summaries of team and company achievements, enhancing data-driven decision-making.

Business Analyst | Sciative Solutions | Navi Mumbai | June 2021 - February 2022

- **Revenue Optimization:** Implemented agile pricing optimizations projects using regression analysis and market segmentation, leading to a 7% increase in expected revenues.
- **Comprehensive Pricing Audits:** Solved key operational challenges by developing a Python-based pricing audit model, reducing audit times from 5 hours to 1 hour while significantly improving accuracy in profitability identification.
- **Automated Reporting Systems:** Streamlined automated reporting systems for real time insights into pricing and revenue metrics for more than 5 clients.
- **Client Integration and Optimization:** Adapted to diverse client needs by executing onboarding for more than 10 clients onto the AI system, conducting in-depth analysis, and fine-tuning system parameters for optimal functionality.
- **Client Training Programs and Presentations:** Effectively communicated complex AI pricing models and pricing strategies to clients through organized training programs and personalized presentations, ensuring successful implementation.

EDUCATION

M.Sc. Mathematics | Mumbai University | Mumbai | 2019 - 2021

B.Sc. Mathematics | Jai Hind College | Mumbai | 2016 - 2019

SKILLS

- **Tools:** SQL, Python, Excel, Power BI
- **Libraries:** NumPy, Pandas, Scikit-Learn, Scipy, Seaborn, nltk, Tensorflow, Langchain, Huggingface, Flask, Streamlit, Beautiful Soup, Selenium.
- **Data Techniques:** EDA, ETL, Web Scraping, Machine Learning, Deep Learning, Generative AI, LLM's, Natural Language Processing, Time Series Analysis, ML Ops

PROJECTS

- **Credit Risk Model:** Developed a machine learning model for credit risk analysis, predicting loan defaults with high accuracy using classification algorithms like Logistic Regression and Random Forest.
- **Trek Recommendation Model:** Built an NLP-based Deep Learning model that recommends treks based on user input descriptions, utilizing embedding techniques and Achieved over 90% recommendation accuracy with industry-level deployment in a Flask framework.

CERTIFICATIONS

- **ML OPS:** Expertise in deploying, monitoring, and automating machine learning models in production environments
- **Deep Learning with PyTorch:** Hands-on experience in building and optimizing deep learning models using PyTorch.
- **Generative AI with Langchain and Huggingface:** A comprehensive course on Generative AI using LangChain and Hugging Face, gaining hands-on expertise in building AI applications and deploying models for natural language processing tasks..