

Contact

11 No. Roynagar Housing Co-
operative Society Kolkata-70
8583895431 (Mobile)
sportshirsendu@gmail.com

www.linkedin.com/in/shirsendu-
dhar-470157147 (LinkedIn)

Top Skills

PyTorch
LLM
Linear Regression

Certifications

Sequences, Time Series and
Prediction
Big Data with Spark and Hadoop
Essentials
Generative AI with Large Language
Models
Neural Networks and Deep Learning

Publications

Feather-Light Vessel Segregation
Model
eXtreme Gradient Boosting Scheme
for Fundus Vessels Separation

Shirsendu Dhar

Data Scientist @ Conde Nast | Pursuing Postgraduate in Applied
Statistics
Bengaluru, Karnataka, India

Summary

At Fractal, my focus as a Data Scientist is on enhancing digital engagement and customer retention for the second-largest retail chain in the USA. Leveraging my expertise in A/B testing and problem-solving, I apply sophisticated data analysis techniques to drive strategic decisions that resonate with our customers' needs.

As I pursue my postgraduate degree in Applied Statistics, my commitment to expanding my knowledge base in personalization aligns with the innovative work at Fractal. My objective is to transform large, complex datasets into actionable insights, ensuring that our data-driven approaches lead to meaningful business outcomes.

Experience

Condé Nast
Data Scientist
February 2025 - Present (4 months)
Bengaluru, Karnataka, India

Fractal
3 years 4 months
Data Scientist - G8
April 2024 - January 2025 (10 months)
Bengaluru, Karnataka, India

- Developed a Customer Churn Identification model for e-commerce customer segments, pinpointing key factors driving churn for targeted retention strategies.
- Utilized causal inference techniques to extract actionable insights and guide data-driven decision-making.
- Achieved a 5% improvement in retention rates by implementing interventions for high-risk customer groups.

- Increased customer retention and digital engagement through personalized omni-channel strategies.
- Analyzed customer transaction gaps and modeled how exponential decay impacts repeat purchase likelihood, optimizing time-sensitive marketing campaigns.

Data Scientist - G9

April 2023 - April 2024 (1 year 1 month)

Bengaluru, Karnataka, India

- Fine-tuned open-source LLM models and API keys to meet domain-specific needs.
- Designed and implemented end-to-end ML pipelines for text generation tasks, including data preprocessing, model architecture, training, evaluation, and deployment.
- Conducted research on state-of-the-art generative models, including BERT, GPT, and T5, for multilingual applications.
- Implemented safety-controlled text composition systems, ensuring reliable and culturally sensitive outputs for various regions.
- Conducted ad-hoc analyses and submitted reports to stakeholders for a CPG client.
- Worked with unorganized data, quickly grasping tasks to provide meaningful insights.
- Recognized for diligent work and strong analytical skills.

Associate Data Scientist - G10

October 2021 - March 2023 (1 year 6 months)

Bengaluru, Karnataka, India

- Developed a model to classify transactions into recurring and non-recurring, predicting next date & amount.
- Utilized past 6 months transaction history to understand recurring patterns and prevent overdraft fees.
- Enhanced customer experience by alerting customers of possible overdrafts, improving customer relationships.

happymonk.ai

Data Science Intern

April 2021 - August 2021 (5 months)

Bengaluru, Karnataka, India

- Built a fire and spark detection model using image augmentation and mask-rcnn for fast training.
- Implemented gamma correction and noise to replicate real-world scenarios.

- Contributed to happymonk.ai's innovative projects in Bengaluru, Karnataka, India.

NullStack Technologies

Student Intern

April 2020 - May 2020 (2 months)

Kolkata metropolitan area, West Bengal, India

- Designed a Web Crawler to track domain rankings daily using web scraping for automated updates.
- Implemented innovative solutions to streamline processes and eliminate manual input.
- Contributed to the success of NullStack Technologies by enhancing efficiency and accuracy in data monitoring.

Education

Indian Statistical Institute, Kolkata

Postgraduate Degree, Applied Statistics · (September 2024 - August 2025)

St. Thomas' College of Engineering & Technology 122

Bachelor of Technology, Information Technology · (August 2017 - July 2021)

Kendriya Vidyalaya

· (April 2004 - May 2017)