

SHUCHISMITA MALLICK

Data Scientist/ ML Engineer

@ mallickshuchismita25@gmail.com

+91-6291905383

Kolkata-India

in [Linkedin](#)

[Github](#)

[Medium](#)

EXPERIENCE

Data Scientist

Enquiries

July'23 – Present

Bangalore,India- WFH

- **Tech Stack:** Python, SQL, Regression, Classification, MLops, Azure Databricks, Azure ML Studio
- Led the creation and execution of data science projects, constructing proofs of concept (POC) tailored for EdTech solutions and mentoring aspiring decision scientists.
- Conducted data analysis and used statistical models and machine learning techniques to evaluate channel effectiveness and develop strategies for redistributing budgets, maximizing sales, and profitability.
- Developed and deployed machine learning models to Databricks endpoints for real-time customer risk prediction, improving underwriting efficiency, and gained expertise in Databricks ML work-flows, including feature engineering and model deployment.
- Prepared end-to-end solutions in Azure ML Studio, focusing on Market-mix modeling, dynamic pricing for price optimization, and optimal channel prediction for new product launches.

Data Analyst

Enquiries

July'22 – June'23

Bangalore,India- WFH

- **Tech Stack:** Python, SQL, PowerBI
- Created multiple data analysis projects in Python, SQL, and Power BI across various domains to address the company's needs.
- Conducted live sessions with clients to deliver hands-on learning experiences, enabling them to enhance their skills effectively.
- Designed and implemented deep learning models with a **computer vision pipeline using CNNs** to classify traffic signs from image datasets, advancing automated driving systems.
- Implemented **uplift modeling techniques** to predict the incremental impact of marketing strategies, enabling personalized campaigns by identifying customers likely to respond positively.

Data Analyst Intern

Enquiries

April'22 – June'22

Bangalore,India- WFH

- **Tech Stack:** Python, SQL
- Conducted live sessions with clients by creating hands-on projects in **Python** and **MySQL**, fostering an interactive and practical learning experience.
- Designed scenarios based on **e-commerce** and **sports domains** to enhance client understanding of **data processing and wrangling techniques**.

EDUCATION

M.Sc. IT (Artificial Intelligence)

Maulana Abul Kalam Azad University Of Technology

2020-2022

B.Sc. (Hons.) Mathematics

Hooghly Mohsin College (Burdwan University)

2017-2020

TECHNICAL SKILLS

- **Programming Languages:** Python, SQL
- **Machine Learning:** Regression, Classification, Clustering, Exploratory Data Analysis, Feature Engineering, Hyperparameter Tuning, Model Evaluation, MLflow, Datasets Curation
- **Version Control and Collaboration:** Git, MLflow, VS Code
- **Databases:** MySQL, PostgreSQL
- **Cloud Platforms:** Azure Databricks, Azure ML Studio

PROJECTS

Market-Mix-Modeling

- **Tech Stack:** Python, EDA, Feature Engineering, Regression, Business Interpretation
- Conducted advanced MMM and elasticity analysis to optimize multi-channel marketing spend, improving ROI by reallocating budgets based on statistical significance and saturation effects.
- Used Python and statistical tools to analyze 122 weeks of sales and marketing data, uncovering key insights on channel efficiency and sales trends.
- [Github Repo](#)

Book Recommendation Chatbot

- **Tech Stack:** Hugging Face Sentence-Transformer, Pinecone, LangChain, Ollama, Streamlit, Python.
- Designed a chatbot using NLP, embeddings, and RAG to provide personalized book recommendations based on user queries, leveraging Pinecone for fast similarity search and Ollama for conversational responses.
- Developed an interactive web app with Streamlit, featuring dynamic recommendations, query classification, and conversational flow for enhanced user engagement.

[Demo Video](#) [Github Repo](#)