

Shweta Rathod

Data Scientist

Mumbai
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Profiles

Shweta Rathod
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Skills

Python
Machine learning
Natural Language Processing
Statistics
MS Office
SQL
Deep Learning
Power BI
GenAI

Certifications

Data Science Certification
Bepac solution
Generative AI Certification
Hidevs

Interests

Tracking
Writing
Table Tennis
Languages

English
Hindi
Marathi

Experienced and analytically driven Data Scientist with a robust background in leveraging advanced techniques such as Machine Learning, Time Series Forecasting, Gen AI , Proven success in tackling challenges and delivering solutions in the Banking and Finance sectors.

Experience

MProfit Software Pvt. Ltd. Mumbai
Senior Technical Executive

- Developed a **Next Best Action model** for Standard Bank, integrating a high-performing **churn classification engine** with a **recommendation engine** to convert churn customers into non-churn customers by suggesting the best **product recommendations**. This solution led to a **5% reduction in customer attrition**, while increasing **conversion rates**, improving **customer retention**, and enhancing **profitability** through **personalized, data-driven strategies**.
- Conducted an **Opportunities Analysis** for the Sales Director of the **Food Services Division** at a leading **Food & Beverages Manufacturer**, focusing on analyzing **customer spend**, identifying new **sales opportunities** in non-commercial establishments, and assessing the influence of **retailers**. This analysis uncovered untapped markets and led to a **10% increase in revenue growth** and a **7% rise in market share** by implementing **targeted strategies** in high-potential regions and segments.
- Conducted an analysis of **credit card outstanding amounts** for a bank, including **trend assessment**, **customer segmentation**, and relationship analysis with **age**, **education**, **marital status**, and **credit limits**. Identified **data errors** and evaluated the impact of outstanding amounts on **default behavior**. This analysis improved **risk management strategies** and **credit policies**, resulting in a **15% reduction in financial losses** and significantly enhancing the bank's **financial stability**.
- Enhanced **CRM functionality** using **Natural Language Processing (NLP)** to analyze **customer patterns** and improve **conversion ratios**. Developed and implemented models using **CountVectorizer**, **TfidfTransformer**, and **Support Vector Classification (SVC)**, and created **web application demos** for customer **interest prediction** and **lead conversion analysis**. This project led to a **12% improvement in conversion ratios** and significantly enhanced **business decision-making**, delivering substantial business impact by optimizing **CRM performance** and **boosting sales**.
- Created an enterprise-ready **technical support system** that transforms complex manuals into accessible knowledge base using **RAG Architecture**. This is an **advanced technical support chatbot** that effectively processes manuals; provides accurate information and delivers user-friendly troubleshooting assistance.

Education

University of Mumbai, Mumbai BSc
Information Technology
NMIMS PGDM
Information Technology and Systems