vignesh srinivasan

Data scientist

768446

- Email me on Indeed: http://www.indeed.com/r/vignesh-srinivasan/708e2e94d1020a66

Work Experience

Data Scientist

Charles & Keith - Toa Payoh
October 2018 to Present

• Responsible for building Data Science project & BI Dashboards for CK Store's and Franchise partners
• Responsible for transforming conventional marketing approach to automated way using ML and AI
• Built Targeted Marketing Campaigns for Customer Segments using RFM and arule sequences (APRIORI)
• Designed and Developed Insightful What-If analysis dashboard Using R SHINY to compare Historical and Human adjusted KPI Values using Basic LFL Calculation , This KPI includes (Traffic,Conversion Rate, QPR,ASP,COGS,Gross-Profit)
• Forecasted ROS to reduce Stock-Out Rate and Find out the Optimised distribution of Articles(ITEMS) in each Store.This done by applying Light GBM and XG Boost and also Derived base line model using FM (Factorisation Machine Learning)
• Developed SHINY based Inventory Dashboard to Help Them show Articles To Distribute at SKU Level Based on The Predicted ROS
• Designed and developed red flag system using R and Python pandas to detect abnormalities in ROS,Sales Percentage and Quantity Sold by comparing the ML predicted and LFL values
• Designed and Developed Big Data Architecture to stream-line different data sources into one data lake. To achieve this, We used Different AWS services like EMR compute service

Data Scientist

Knorex
July 2018 to September 2018

An dynamic online advertisement platform, DSP, RTB, SSP) Singapore, Identified and developed an optimised pipeline using SPARK to ingest real time streaming data from kinesis to BigQuery. Designed and developed data pipeline for estimating CTR (Click Through Rate) using ensemble of models on real Time streamed data , Save all model parameters into Mongo DB.

Data Scientist(Intern)

NTUC Income - HarbourFront
June 2017 to March 2018

• Conducted customer journey analysis study for pre and post purchase points for specific products, determined reasons behind the dropping of customers over ecommerce site.
• Improved the sales 1% by predicting the potential customers based on data points like average duration spent, entry Channel type etc.
• Built a data pipeline for ingesting Eloqua campaigns data into HIVE using SQOOP.

• Designed a Hadoop data lake for analysing all the customer interaction touch points and created real time customer interaction dashboard (customer 360) using various customer touch points.

Python Developer
OrangeScape - Chennai, Tamil Nadu
March 2015 to December 2016

• Designed and developed single sign-on authentication layer using SAML (security assertion mark-up language) using python.
• Designed and developed a Push notification Layer for SLA events using python.
• Developed SLA based email notification system using Python and Angular.
• Conducted Regular optimization and scaling of SQL tables for removing junk and over accumulated data.
• Deployed build system (Jenkins) for automating the deployment of Code to AWS Instance.

Software Developer
Reduce Data - Chennai, Tamil Nadu
January 2014 to February 2015

• Designed and developed real time streaming pipeline using Kafka, HBase and Zookeeper.
• Designed and developed dashboard for Ad Builder and algorithmic marketplace using Rest Express framework.
• Designed and developed components of High performance, High availability and Low latency DSP Ad Server using Java7, Rest Express and Apache Kafka.
• Designed and developed Bid-Win Price estimator Using Linear regression to accurately predict the price to quote at the time of Online Advertisement.

Education

Masters In Technolgy in Knowledge Engineering
National University Of Singapore - Clementi
January 2017 to July 2018

B.E in TECHNOLOGY
ANNA UNIVERSITY CHENNAI - Chennai, Tamil Nadu

Additional Information

PROGRAMMING LANGUAGES R(caret,dplyr,rattle),Python(Pandas,NumPy,Scikit Learn,Flask,keras,nltk),JAVA(PLAY,SPARK,SCALA) STATISTICAL TOOLS Google Analytics, JMP pro, WEKA DEVOPS & CLOUD PLATFORM AWS , Docker , alicloud BIG DATA PLATFORMS AWS EMR(Compute Cluster) DATABASES (RELATIONAL AND NO SQL) SQL,HIVE,MONGODB,SQOOP,HBASE and Cassandra VISUALISATION TOOL Tableau, SHINY , D3js ML ALGORITHM USED Regression (Light GBM , XGBoost, Factorization Machine),classification(Dtree, RF, Logistics, CATBoost),Clustering(Kmean,hierarchy),Model interpretability(SHAP,LIME,Permutation Importance),Scraping (beautifulSoup, Requests, Selenium, Scrapy),API (flask, Django),Process management (cron),Rule based engine