

REVANTH KUMAR KOTA

Data Scientist

Dedicated and result-oriented professional passionate about Data Science with a focus on Machine Learning and Data Analytics in the BFSI sector. Targeting opportunities to leverage strong Python skills to tackle complex data analysis challenges, create impactful visualizations, and develop predictive models for data-driven solutions, preferably in Mumbai, Hyderabad, Bangalore.

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CORE COMPETENCIES



Predictive Analytics
Risk Management
Customer Segmentation
Business Intelligence
Regression Analysis
Financial Modeling
Dashboard Development
Data Interpretation
Trend Analysis
Data Wrangling
Data Visualization
Statistical Analysis
Machine Learning
Artificial Intelligence



EDUCATION

B.Tech. in Mechanical Engineering from
Indian Institute of Technology, Roorkee,
2023 with 7.75 CGPA

TECHNICAL SKILLS

- Python
- SQL
- Apache Airflow (DAGs)
- Google Cloud Platform (GCP)
- Amazon Web Services (AWS)
- ThoughtSpot



PROJECTS UNDERTAKEN

Automatic Number Plate Recognition SmartInternz

- Developed a Web Application for efficient automatic authorized vehicle identification using Flask framework.
- Integrated APIs for real-time retrieval and processing of vehicle information.

Project Management and Planning for Electric Vehicle Development IIT Roorkee

- Designed a transition plan for entering electric vehicle development using industrial engineering concepts.
- Deployed quality function to make decisions regarding development.
- Proposed time indexed processes using Gantt charts, timeline, SWOT analysis.

Academic Achievements

- Attained 15th position in the All India Rankings for JEE - Mains 2019.
- Achieved 2720th position in All India Rankings for JEE Advanced 2019.
- Secured 8410th position in All India Rankings for JEE - Mains 2019



PERSONAL DETAILS

Date of Birth: 20th September 2001

Languages Known: English, Hindi, Telugu

Location: Mumbai, Maharashtra – 400708



PROFILE SUMMARY

- Possess **over 1 year** of experience in the Data Science domain, specializing in Machine Learning and Data Analytics.
- Developed machine learning models for purchasing propensity and income prediction, enhancing business decisions and achieving a 10% boost in interactions and a 2% increase in conversions for targeted marketing.
- Leading initiatives for CIBIL Triggers and Automation of Retail Assets as a successful Data Scientist at RBL Bank in Mumbai.
- Proficient in Python, and development of Machine Learning models; skilled in leveraging various Python libraries for data visualization, predictive modeling and regression analysis.
- Executed automated ETL processes at RBL Bank, resulting in an 80% reduction in response time to customer credit inquiries.
- Showcased leadership in cross-sell campaign management, leading to a 60% increase in conversions by using credit bureau data and implementing innovative consumer data scrubbing techniques.
- Expert in utilizing Machine Learning algorithms and Python libraries such as Scikit Learn, PyCaret, Featurewiz, Sweetviz, and Pandas Profiling for income prediction and imputation.



WORK EXPERIENCE

June 2023 - Present: Data Scientist, RBL Bank, Mumbai

Responsibilities:

- ❖ Leading cross-sell campaign management initiatives across multiple Digital Channels (Mobank, WhatsApp, Email & SMS) to drive a 60% increase in conversions by leveraging consumer and commercial data scrubbing techniques and Automated MIS Reporting pertaining to Traceability & Conversions on daily basis via Emails to concern stakeholders in Campaign Management (HL).
- ❖ Developed a product-specific purchasing propensity model with machine learning, resulting in a 10% boost in overall interactions and a 2% increase in conversions through targeted marketing.
- ❖ Developed a segmented (Secured Loan, Unsecured Loan, Standalone Credit Card, and NTC Segments) Income Prediction model using machine learning algorithms, resulted in improved accuracy and informed data-driven business decisions such as pre-qualified and pre-eligible Loan Limits across various asset products.
- ❖ Developed a product recommendation system using Market Basket Analysis to improve customer experience and drive sales, achieved a 12% increase in sales and identified key product triggers.
- ❖ Automated ETL processes to reduce response time to customer credit inquiries by 80% through streamlining data flow and pre-processing, resulting in immediate outreach to 60% more potential customers in CIBIL Triggers (Acquisition & Retention for HL & LAP).
- ❖ Developed a comprehensive ThoughtSpot-powered dashboard featuring 300+ KPIs to provide deep insights into Retail Assets (HL) performance, resulting in a 40% increase in loan origination and a 20% improvement in collection efficiency in Automation of Retail Assets (HL).



INTERNSHIP

January 2022 - July 2022: Business Analyst Intern, YourStory Media Pvt. Ltd., Bangalore

Responsibilities:

- ❖ Led content performance analytics initiatives for a prominent Media Tech platform, enhancing user experiences and driving growth metrics.
- ❖ Conducted intricate Big Data operations on Google Cloud Platform, guaranteeing data integrity and quality in constructed data warehouses.
- ❖ Employed Google Tag Manager to capture real-time user journeys, enabling thorough analysis of user behavior and facilitating optimization of growth metrics.
- ❖ Created reporting systems and pipelines on Google Data Studio, Advanced Excel, and BigQuery, converting raw data into actionable insights across various verticals.