

SIDDHARTH JAIN DATA SCIENTIST + AI ENGINEER

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👤 PROFILE

Results-driven Data Science Architect with 5+ years of experience transforming marketing and customer engagement through AI. Expert in applied GenAI, personalization, and predictive modelling, with a proven ability to deliver measurable ROI for Fortune 500 clients, while leading technical strategy. Currently a Data Science Architect at CleverTap.

📁 PROFESSIONAL EXPERIENCE

CleverTap

Architect - Data Science

06/2019 – Present

Mumbai, India

- **Architected and scaled AI-driven personalization systems** (Recommendations & Predictions) adopted by top global brands (e.g., Jio, SonyLiv, Zee5, TataCliq, Puma), driving up to **210% lift in conversions** and enabling **95%+ reduction** in marketing costs.
- **Designed and launched enterprise-grade LLM-powered assistants** (Ask chatbot, Prompt-to-Analytics, Prompt-to-Journey) that automated customer support and analytics workflows; **cut response times by 99% (48 hours → 10s)** across ~400 queries daily.
- Led development of **"Scribe"**, a **contextual generative AI content creator** for multi-channel marketing campaigns, reducing copy generation from hours to **<5 seconds**, empowering marketers to experiment and scale more efficiently.
- **Created hybrid recommendation engines** combining LLM-driven embeddings and behavioral signals for millions of items; contributed to improving training data, and large-scale deployments in production Java code.
- **Directed technical strategy and cross-functional collaboration** as Data Science Architect: supervised team members, reviewed PRs, drove infra migrations, and led architecture discussions across almost all AI initiatives at CleverTap (LLMs, anomaly detection, personalization, analytics).
- **Thought leadership**: delivered internal talks on LLMs, wrote blogs on various AI topics, and represented Data Science in customer-facing calls with CTOs/leadership teams to shape product adoption.
- Won multiple awards, recognitions and promotions for consistently good work

CleverTap

Data Science Intern

12/2019 – 07/2020

Mumbai, India

- As part of the Data Science team I worked on an implementation of **Explainable AI (XAI)** to explain the traditionally black-box ML models used by CleverTap for Customer Segmentation to their clients visually using R and Python.

- Created an automated script to make simple to understand rules from XGBoost models to help CleverTap clients make effective impact on their users through suitable campaigns.

WisOpt

Data Analyst

02/2018 – 07/2019

Chennai, India

- Key person for data analytics, python backend, machine learning, database administration (MongoDB, MySQL). Increasing the productivity of more than 9,000 students and teachers.
- Worked on recommendation systems, chatbots, NLP, dashboards, APIs, etc.

Oracle

Data Science Project Intern

11/2018 – 01/2019

Bengaluru, India

- Worked with Oracle Financial Services Software, under the Oracle Banking Platform product R&D Team.
- Used Data Analysis and Machine Learning to predict the interest rates to be offered to a customer so as to decrease chances of loan defaults.
- Deployed this as a full-fledged web application using Flask and Swagger frameworks, reading user state and annual income from their salary slip and driver license using OCR.

CRMNEXT

Software Development Intern

06/2018 – 07/2018

Mumbai, India

- Single handedly developed a windows application for tracking applicants using C# and Visual Studio for use by their Human Resources department, from inception to deployment. The application had an SQL backend.

Skills

Generative AI (LLMs, Langchain, Langgraph, AI Agents, Chatbots, RAG, Pinecone, MCP)

Python

Machine Learning

FastAPI

MLOps (Docker, AWS, Streamlit)

EDUCATION

Bachelor of Technology - BTech in Computer Science

01/2016 – 01/2020

SRM IST Chennai 88%

Science + Computer Science

01/2014 – 01/2016

RN Podar School 89%

MOOCs (Online Certifications)

- IBM Applied Data Science Capstone (Coursera)
- Python Mega Course (Udemy)
- Neural Networks and Deep Learning (Coursera)
- Improving Deep Neural Networks (Coursera)