

# 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 embeddings, behavioral signals, and prompt-driven methods; 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)