

SIDDHARTH SURESH

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Education

M.S in Data Science, School of Data Science, University of Virginia (Current GPA: 3.96/4)

July '19 – May '20

B. Technology in Mechanical Engineering, Shiv Nadar University (GPA: 8.54/10)

August '11 – May '15

Work experience

Graduate Research Assistant, University of Virginia

November '19 – May '20

- Research and analysis of brand marketing campaigns on consumption behavior with Geo-Location data of 10 million rows
- Identify patterns in food consumption behavior during COVID-19 based on socio-economic status
- Skills used: **Python, AWS, GeoPandas, Unsupervised Learning, EDA, Data Mining, Hypothesis Testing**

Data Science Intern, Capital One (Capstone Project)

September '19 – May '20

- Developed a soft attrition metric to improve existing attrition models by identifying churn behavior early
- Engineered new features to better identify customer churn behavior, improving F1 measure by 16% to 0.9
- Created data pipelines and functions for big data to assist training and deployment of prediction models
- Skills used: **Python, Scikit-learn, AWS, Git, Data Wrangling, Data Mining, Random Forest, Boosted Trees, SVM**

Senior Assistant – Deal Advisory Services, BDO India LLP

April '17 – February '19

- Evaluated financial statements based on business models of target companies to suggest adjustments in earnings, working capital, net debt and cashflow as part of financial due diligence for clients
- Identified key patterns in revenue/expenses and its driving factors over voluminous data spanning at least 3 financial years
- Developed analysis frameworks to automate financial analysis processes, increasing efficiency by 90%
- Skills used: **Excel VBA, Pivot tables, Financial Analysis, Reports & Presentations, Client engagement**

Officer – Business Development, Jindal Pipes Limited (Offshore Drilling Division)

June '15 – August '16

- Analyzed market trends in Oil & Gas industry to extract actionable insights for business development strategies
- Developed and tracked 5+ KPIs to report to upper management and to use them in client pitches
- Skills used: **Excel, Pivot tables, Client Presentations, Market Research**

Projects

- **Bayesian analysis** to evaluate **tactical styles in soccer** for assisting coaching staff on building new plays (data: premier league season data from 2006 to 2018)
- **Topic modeling** on movie plot information to build a **movie recommendation system** over a database of 22k movies
- Emotion, gender & age group identification through **face recognition** with convolutional neural networks to improve consumer interfacing (data: 500k images with gender and age labels & 30k images with emotions)
- Modeling **stock price movements** using fundamentals to assist active investment strategies
- Interactive visualization of **viral trends on YouTube** to understand viewing patterns during COVID-19
- **Market basket analysis** to recommend items based on current cart for increasing e-commerce business revenues
- **Network analysis** of characters from marvel universe to detect communities and relationships
- Modeling **diamond prices** to help customers make informed decisions on diamond purchases (data: 200k transactions)

Technical skills: **Python, R, SQL, Git, Tableau, Regression analysis, Predictive Modeling, NLP, Bayesian methods, Neural Networks, Data Mining, Web API, Object Detection, Computer Vision, Data Visualization, Time Series analysis**

Packages: **Pandas, NumPy, Scikit-learn, igraph, arules, PyMC3, TensorFlow Keras, OpenCV, Gensim, NLTK, Spacy**

Additional Information

- Passed Level 1 of the **CFA® Program**, CFA Institute in August 2018
- **Volunteered** for “Child Rights & You” (CRY) and organized a fund raiser worth \$3k
- **Research paper** submitted for SIEDS 2020 (“*Evaluating and Improving Attrition Models in the Retail Banking Industry*”)
- **Tutored** 10 students from McIntire School of Commerce, UVA on Topic Modeling using LDA (<https://bit.ly/2ytmUuC>)
- Selected for a government sponsored **student exchange program** to Netherlands. Selection process included academic & extracurricular merit-based screening of 120 students → interview of 10 shortlisted students → final 4 students
- Other interests: Music (Guitar & Piano), Sports (Basketball) and Travel