Ketan Watkar

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PROFESSIONAL ABRIDGEMENT

- A dynamic professional with **5+ years** of experience in Business Development, Operation Management, System Analysis, Requirement Gathering, Implementation, Testing and Project management.

- Python expertise worked on various packages of **Machine Learning like Numpy, Pandas, SKLearn, Matplotlib, Seaborn** and other relevant and important packages.

- Worked on the end-to-end lifecycle of model building project starting **from Data cleansing i.e. (**Missing value treatment, removing outliers, encoding, feature scaling**) to deploying the model live**.

- Built models for business using Python which caters **Regression, Classification, and Clustering** using the relevant data provided by business and help them grow their businesses.

- Worked on the development of automated Machine Learning product using Python where we are automating the entire Machine Learning process.

- Expertise in end-to-end development of software products from Requirement Analysis to System Study, Documentation and Testing.

- Strong Problem Solving & Technical skills coupled with confident decision making for enabling effective solutions leading to high customer satisfaction as well as low operational costs.

- Knowledge about various statistics like linear algebra etc.
- Knowledge about PCA to know eigenvalue & vector, feature extraction.

CAREER CONTOUR

✓ **DEC '19 – Present   Director(Director of Operations) at Cognitive Analytics Pvt Ltd, Nagpur**

- Oversaw the planning, development, and execution of Cognitive Analytics marketing and advertising initiatives at various IT sectors, colleges, and institutes.
- Creating strategies for the company to expand in Central India.
- Using the latest tools and technologies like Python, SAS and R to analyze the market scenario and plan the next strategies to expand the reach of Cognitive Analytics across India.
- Connecting with employees, interns and helping them to upscale on Data Science and Machine Learning.

✓ **Aug '15 – Oct '19   Co-Founder, Chief Strategy Officer, Data Scientist at Cognitior, Gurgaon & Nagpur**

MAJOR PROJECTS HANDLED

Client: Credit Card Company

Details: Data Scientist where my main focus is to help business to create a robust regression, Classification, Association Rule and clustering models which will help business to gain insights from the data.

Role: Data Scientist

Supervised modelling:

Regression Modelling
- Worked on Regression model to predict the customers purchasing capacity and got the accuracy of 65%, we are using these models to expand the revenue of the business.
- We were working on one of the POCs, where we wanted to make the annual fees of the credit card dynamic based on the various features of the customers. We were implementing Decision trees and Random forest to implement the same as the data was pretty much scattered.

Classification Modelling
 ➢ We created a robust model using Logistic regression for our call centre to increase the customer conversion ratio. We increased the sensitivity of the model by 60% and that led to increase our lead conversion.

Unsupervised modelling:

Customer and market basket segmentation
 ➢ Based on the various features we created a K-means algorithm which was actually able to segregate my customers into various clusters and business used it for promoting the new products and services.
 ➢ Worked on market basket segmentation using algorithms like K-means and hierarchical clustering.

Association Rule
 ➢ We worked on the Apriori model which was used for the upselling and cross-selling.

CORE COMPETENCIES

Machine Learning Development

 ➢ Proper understanding of various algorithms like
   o Decision Trees
   o Random Forests
   o Naïve Bayes
   o K Nearest Neighbours
   o K means
   o Hierarchical clustering
   o Apriori for association rule

SCHOLASTICS

 ➢ **B.E** in Chemical Engineering from MIT College of Engineering (63.20%),
   Pune University (2014)
 ➢ Diploma in Chemical Engineering from Government Polytechnic (70.63%)

 ➢ **Class 12th** from GBMM Jr. College, Hinganghat, Dist. Wardha (Nagpur Board, 52.50%)

 ➢ **Class 10th** from NMSS. Sec. School, Hinganghat, Dist. Wardha (Nagpur Board, 71.86%)

IT SKILLS

 ✓ **Language   : Python, SQL, Basic SAS, SAS SQL, Tableau(Learning)**

ACHIEVEMENT & HOBBIES

 ➢ Played and Won State Level Cricket Tournament.
 ➢ Adaptive Learner.
 ➢ Collaborator.
 ➢ Interacting with new people.
 ➢ Getting updated with latest innovations in technology.
 ➢ Music Lover.

PERSONAL ABRIDGEMENT

Father's Name: Mr. Suresh
Date of Birth: 1st Dec 1988
Residential Address: Plot No – 77, New Sneha Nagar, Nagpur
Maharashtra - 440025
Linguistic Skills: Hindi, English & Marathi.

Date: **Thanks & Regards**

Place: **Ketan Watkar**