

Stuthi Hareendran

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EXPERIENCE

Data Scientist, Lyxel Labs Pvt. Ltd.

Gurgaon, India — October 2015 – August 2017

- Planned and implemented first party user data collection module
- Built an audience analytics and user behavior understanding (profiling) module using first party data from client websites.
- Automated marketing campaigns using personalized e-mailers
- Implemented an audience segmentation module that empowered marketers to target segments based on interests and specific factors like financial capability and purchase intent.

Junior Data Scientist, Zopper.com [Solvay Tech Solutions Pvt. Ltd.]

Noida, India — April 2014 – October 2015

- Used various NLP and Machine Learning techniques to reduce product processing time from weeks to hours and minimised manual intervention required in the process.
- Automated extraction of product specifications from structured as well as free text scraped from crawled HTML product detail pages.
- Built a classification system to categorize products using a voting mechanism based algorithm designed to incorporate mutual information, entity bias and positional importance of keywords.
- Used libwapti and regular expression based classifier to find the brand names of products via entity recognition.
- Processed search query logs to find favourite categories of users and personalize their experience on the website and mobile application.
- Improved search relevancy by extracting product features from search queries.
- Identified best retailers through analytics to provide Minimum Business Guarantee.
- Determined the effectiveness of Marketing campaigns through analysis of coupon specific orders.

EDUCATION

- [2014] M.Tech CSE from Amity University, Noida, CGPA - 8.96/10
- [2012] B.Tech CSE from Kannur University, 76%.
- [2008] AISSCE from The Father Agnel School, New Delhi (CBSE), 82%.

SCHOLARSHIPS AND ACADEMIC ACHIEVEMENTS

- Gold medal recipient for standing first in the class of M.Tech, 2012-'14, with a Merit based scholarship for academic excellence.

PUBLICATION

- "Automated Specification Extraction for consolidated Product catalog", published in IEEE Xplore, and presented at SCEECs 2014, Maulana Azad National Inst of Tech, Bhopal.

TECHNICAL SKILLS

Python, Spark, Pandas, MongoDB, MySQL, ElasticSearch