

# Stuthi Hareendran

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Github :

<https://github.com/Stuthi>

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## TECHNICAL SKILLS

Python, Machine Learning, Spark, Pandas, MongoDB, MySQL, ElasticSearch, Scikit-Learn

## 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 [Solv 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 libwapi 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.

## PERSONAL PROJECTS

- Classification of stars into Pulsar and Non Pulsar classes
  - SVM classification with Grid Search for finding optimal parameters.
- Regression analysis on Bike Rental Data
  - Linear, KNN and Random Forest Regressions in order to estimate demand of rental bikes on a day
- Clustering of student responses to course evaluation surveys
  - K Means clustering on Turkiye student evaluation dataset, using elbow method with WCSS to determine optimal number of clusters