Balaji Venktesh   Senior Data Scientist

balajivenkteshvba@gmail.com   +919884294829   https://www.linkedin.com/in/balaji-venktesh-6a3a5321/

SUMMARY

9+ Yrs of highly analytical and process-oriented **Data Analyst/Scientist** with a proven track record of developing and implementing large scale algorithms that have significantly impacted business revenues and user experiences. Experience in applying Python, R and SQL for algorithm development, data modeling, statistical interpreting and analyzing data through visualization for driving business solutions. Hands on from Sketch to Scaling Machine Learning Models, Data pipelining using Big Data, deployment using Containers & Orchestration.

PROFESSIONAL EXPERIENCE

SENIOR DATA SCIENTIST   **Mar 2020 to Present**
FINANCIAL SOFTWARE SYSTEMS - FSS   **Chennai, India**

- Responsible for developing low cost Paynalytix product – a specialized visualization tool that helps bank managers with insights using Power BI coupled with Java based UX system.
- Developing Risk Based Assessment (RBA) application – machine learning based risk calculator that enable friction less authentication based on customers past and current behaviors.
- Omni Channel Customer Analytics – Customers Social Media Behavior Analysis, Twitter Text Classification, UPI & MPay Data Spending Sensitivity analysis for driving event-based recommendations.
- Working on Autonomous Payment system – AI based alerting based on customers payment behavior.
- Working on developing Credit Risk Modelling.

CONSULTANT - DATASCIENCE   **Jun 2019 to Mar 2020**
VERIZON INDIA - VDSI   **Chennai, India**

- Conceptualized, architected and implemented a LSTM based deep learning model to predict customers intent of buying Verizon product and driving customer personalized homepage.
- Lead 5 members team that performed user behavior analytics using supervised & unsupervised ML.
- Design and implemented Customer behavioral DNA's that impact Verizon online sales target.
- Lead the project to identify Customers preferred ISPU stores for targeted store promotions.
- Developed machine learning for near real-time decision-making process that captures 50+ profile features that analyze customer abandoned cart reasons.
- Team Development, Knowledge Sharing sessions, KPI and project management through Agile methodology.

SENIOR ASSOCIATE   **Nov 2018 to May 2019**
COGNIZANT   **Chennai, India**

- Developed Wealth Management Application that analyze customer spending sensitivity and project better retirement planning through monte-carlo simulation using Python & Flask Rest API
- Implemented Modern Portfolio Theory – Efficient Frontier that optimize customers portfolio based on Risk Vs Return.
- NLP based Customer Transaction Analyzer.
- Responsible for Client handling, Status calls, Unit Testing, Version Control using GIT & Documentation.

SENIOR SOFTWARE ENGINEER   **Jan 2018 to Nov 2018**
TECHNOSOFT GLOBAL SERVICES (P) LTD   **Chennai, India**

- Built Time Series Forecasting models to forecast the expected cotton bales arrivals to effectively manage warehouse and manpower planning.
- Models to capture Trend, Seasonality using Mathematical & Data Driven models like ARIMA, Holt-Winter.
- Deployed model using R-Shiny application.
- Data cleaning & transformation through SQL, automation through Stored Procedures and Scheduling.
- Web Scrapping using python selenium & BeautifulSoup library.
- Provided strategic insights and advice to maximize the profit by analyzing data on cotton quality grades.

SENIOR SOFTWARE ENGINEER   **Dec 2016 to Jan 2018**
ACCRETE HITECH SOLUTIONS (P) LTD   **Bengaluru, India**

- Designed and developed SSIS packages using different transformations to transfer data across multiple DB's from multiple sources.
- Generate SSRS Reports & Tableau Reports based on Clients requirements.
- Created Excel Data Modelling to analyze the client's new product development profit before launching.
- Performance tuning of existing reports, handling additional feature enhancements of existing reports.
- Job monitoring, handling support tickets related to dashboard issues, monitor data accuracy through service-now tickets.
- First person to interact with client, understanding business specs, preparing technical document and project planning, resource allotment and deliverables.

LEAD-GBS   **Apr 2011 to Dec 2016**
FLEX INDIA (P) LTD   **Chennai, India**

- Responsible for SDLC phases, from specifications, coding through deployment, testing, debugging, documentation, and maintenance.
- Lead the development of advanced Excel based applications and dashboards using Excel VBA.
- Ability to interact with other applications like Outlook, Word & PPT using Excel Macros.
- KPI Specialist – Hand on experience in handling large data to prepare customized charts, Pivot Tables, Excellent PPT's & dashboard for top management analytics.
- Analyzes and improves existing dashboards, reports and reporting systems.
- Lead team of 10 members, Assign Tasks, Monitor Performance for on time delivery.

SCHOLASTIC

M. TECH IN SOFTWARE SYSTEMS (PURSUING)   2021
BITS, PILANI (WILP)   Rajasthan, India

BACHELOR OF ENGINEERING, ECE   2009
SAVEETHA ENGINEERING COLLEGE   Chennai, India

SKILLS

- **Languages and platforms**: Python, PySpark, R, SQL, TensorFlow, Keras, MS - VBA, REST APIs, HTML, CSS
- **Software/Servers and Data formats**: Power BI, Tableau, MS Excel, XML, JSON
- **Tools**: AWS, Docker, Hadoop, Git, Jira
- **DBMS**: MS SQL Server, NoSQL
- **Miscellaneous**: Data Structures, Algorithms, System Design, Data Analysis, Data Visualizations

CERTIFICATIONS

- Certification in Business Analytics – Indian School of Business, Hyderabad
- Microsoft Office Specialist Excel 2016 Expert
- Tableau Desktop Specialist
- AWS Certified Solution Architect – Associate
- AWS Machine Learning Specialty Certification
- Google TensorFlow Developer Certificate

PUBLIC PRESENCE

- **GitHub Profile:** https://github.com/balajivenky06
- **Kaggle Profile:** https://www.kaggle.com/balajivenky06
- **Tableau Public:** https://public.tableau.com/profile/balaji.venktesh#!/
- **HackerRank Profile:** https://www.hackerrank.com/balajivenky06