Kedar Sudhindra Ferozabadkar

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EXPERIENCE

Get Capital Pvt Ltd. – Bangalore, India

Data Scientist *Jul 2020 – Aug 2021*

- Examined data quality issues in a data set, designed dashboards explaining customer insights and identified new market segments consequently curtailing bad data by 30%.
- Implemented Time series analysis and enhanced data visualization procedures in Tableau to forecast region wise disbursement using KPIs indicating 10% reduction in customer churn.
- Performing data collection, data cleaning, data validation, and reporting tasks for various business analytics systems using Python and Tableau thereby optimizing team efficiency by 20%.
- Demonstrated the ability to effectively communicate and translate technical information with technical and non-technical stakeholders.

Credit Access – Bangalore, India

Junior Data Scientist *Apr 2018 – Jan 2020*

- Developed a Machine Learning algorithm using 50K + customers historical data to flag the customers based on their credit history there by mitigating the risk of potential defaulters by 30%.
- Collated statistical reports and graphs which included ROC/AUC curves for better interpretation of the machine learning algorithm with a final accuracy of 87%.
- Analysed confusion matrix to reduce the type 2 errors to save the cost of making error by $50000.
- Utilized python/R to implement machine learning techniques to generate reports on 3TB of unstructured data, reducing data latency from 8 days to 2 days.
- Wrangled 10TB of retail finance customer data stored in Hadoop distributed file system using Scala to remodel and visualize previously inaccessible datasets to allow retail finance department to make strategic business decisions.
- Proposed results to reporting manager and wrote requested executive summary detailing value proposition and strategy to present to end clients and senior leadership.
- Developed a K – Prototypes clustering model to segment customers into various 'Personas'. The model led to acquisition of ~8k new customers and an overall reduction in customer acquisition cost.
- Engaged with Sales, IT and Product teams to optimize key workflows to identify costs, results, and opportunities, streamlining business resources by improving internal system integration by 15%.
- Established strategy dashboards and charts informing and compiling multiple strategies, market and user insights thus boosting data visibility by 45%.

LEADERSHIP & ACADEMIC PROJECTS

Team Lead |Centralized Banking Database System - Hartford, United States *Dec 2021*

- Led a team to develop enhanced ERD's for centralized banking database system.
- Created Business case scenarios using 10 SQL queries to detect the risk associated with the customers.

Lead Data Scientist | Analysis of Customer Churn Data of a Bank *Dec 2021*

- Implemented SEMMA methodology to develop a Machine learning algorithm for a final project in predictive modelling.
- Utilized standard operating procedures for exploratory data analysis to get the clean data and performed feature engineering which included standardization/normalization for variable selection with misclassification rate of 10%.
- Built various machine learning models to check the different model accuracy. Models include Logistic regression, Discriminant Analysis, Naïve Bayes classifier, Decision tree(90% accuracy) and Neural Network.

Leadership Project *Nov 2019*

- Designed and developed ZOHO creator applications and trained more than 50 field officers on the application of the ZOHO creator app

EDUCATION

UNIVERSITY OF CONNECTICUT – Hartford, USA *Aug 2021*
Master of Science, Business Analytics; Cumulative GPA: 3.73/4.0

Visvesvaraya Technological University, PDACEK *Jun 2017*
Bachelor of Engineering, Mechanical engineering; Cumulative GPA: 3.8/4.0

SKILLS

Programming Languages: R, Python, Base SAS, SAS enterprise miner, SAS JMP, Tableau, PowerBI, Excel, Oracle, MySQL
Machine Learning Domain: Hypothesis testing, Regression Analysis, A/B testing, ETL, Data science pipeline, Statistics, Time series, Experimental design, Pandas, NumPy, Matplotlib, Scikitlearn, Google Colab, Pig, Hive, Hadoop, MapReduce, AWS, GCP,KNN, Deep Learning: NLP(Natural Language Processing), Text Mining, Clustering, Market basket analysis, Support Vector Machine.