Aravindh Saravanan

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4 years of diversified experience in the data science/data analytics field with excellent Python and Visualization skills. Past projects involved the application of Machine Learning and Deep Learning concepts.

Education

University of Colorado, Boulder Master of Science in Data Science	Aug 2021 - Present GPA: 4.0
Coimbatore Institute of Technology Bachelor of Engineering, Mechanical	Jun 2013 - May 2017

Coursework

Machine Learning, Statistical Methods & Applications, Ethics in Data Science, Cybersecurity, Deep Learning & Neural Networks, Big Data Architecture

Skills

1. Data Science: Python (Pandas, NumPy, Matplotlib, Scikit learn, Seaborn), R (GGPLOT, MLR3, DPLYR), AWS
2. Data Wrangling: SQL (Apache Hive, Oracle), Scala
3. Data Visualization: Tableau, PowerBI, Looker, Microsoft PowerPoint
4. Workflow: JIRA, Trello
5. Domains: Regression, Visualization, Forecasting, CNNs, B2B Personalized Marketing, Web Analytics, A/B Testing

Projects

Crypto-Currency Price Prediction: Identify patterns from historical cryptocurrency prices and find out potential drivers affecting the prices of popular cryptocurrencies.
- Analysed 5 popular cryptos – Bitcoin, Litecoin, Dogecoin, Ethereum and Cardano. Built multiple forecasting models and regression models to conclude Bitcoin and Litecoin influence each other very significantly.

COVID-19 Prediction: For a client, identified the markets which would recover first, to target for marketing during the COVID-19 pandemic.
- An ensemble model employing Regression and Classification techniques that predict which markets are likely to recover first which ones are likely to stay unchanged for a relatively long time was built. The model was accurate 78% of the time during the first two weeks of testing.

Feature Engineering: Engineered the features required the Account Based Marketing (ABM) focussed business model which predicts the accounts most likely to engage with the business.
- Engineered around 600 features for the ABM model from various sources and automated the feature engineering process. The features were built on different types of engagement (eg: Campaign, web)

Work Experience

Data Analyst: LatentView Analytics, India   *Jun 2017 – Jul 2021*

Honors and Awards

- **'*Encore Award*'**, Jun 2019– which is given to the best-performing employee for the quarter. Received for work on Feature Engineering
- **'*Bias to Action'*** Award, Jun 2020 – a token of appreciation for swift, efficient, and top-notch delivery
- **'*Spirit of Latentview'*** Award, Jul 2020 – Team award for Project with the Best Business Impact in the company. Received for work on COVID prediction

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