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Rudranu Palit

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EDUCATION EXPERIENCE

The University of Texas Dallas | Cumulative QPA: 3.50/4.0 — Dallas, TX

Master of Science Business Analytics (Data Science conc.) — May 2023

Selected Coursework: Business Analytics with R, Applied Machine Learning, Prescriptive Analytics, Cloud Computing, Database for Business Analytics, Applied Econometrics, Predictive Analytics using SAS, Natural Language Processing

Veer Surendra University of Technology | CGPA:8.23/10.0 — Burla, India

Bachelor of Technology in Electrical Engineering — May 2015

SKILLS

Programming Languages: Python, R, SQL, Java, C, Stata, MongoDB

Libraries: Sklearn, SciPy, Numpy, Pandas, Keras, Tensorflow, Xgboost, Pytorch, Seaborn, Matplotlib

Tools Used: Git, HTML5, CSS3, Tableau, AWS, Spark, Tableau,Power BI, Hadoop,Excel

Certifications: AWS Machine Learning Specialty, Oracle Business Intelligence Specialist, Oracle Cloud Infrasructure Foundations

Tata Consultancy Services | Data Analyst — **Kolkata, India | Jan 2016 — Aug 2021**

- Build acquisition model using Logistic regression and reject interference technique to develop application scorecards classifying loan applicants into accept/reject and visualized using Power BI Dashboard.
- Devised user and item based collaborative filtering system to push targeted e-mails, notifications and offers, overhauled daily sales by 8% increased alternative source of revenue generation.
- Designed and developed a pipeline to analyze credit card defaulting data. The data was cured and processed using AWS tools, visualized on a Quicksight dashboard and the likelihood of defaulting was predicted using a Random Forest model on test data.
- Build a customer churn prediction model for various customer services such as internet service, phone service, multiple lines, streaming services used feature engineering, support vector machine (SVM) model and neural networks Thus help to identify areas of improvement in order to retain customers and improved customer satisfaction index by 8% QoQ.
- Analyzed tactical model monitoring for PCA cards and loan acquisition and account management models via risk appetite metrics and analyzing trends on Gini and account volumes.
- Collaborated with design, technical & Marketing team to revamp Payphone app and added interactive features with A/B testing control flows, raised app usage by 9%.
- Build ETL Pipelines with batch processing to load SQL tables on daily basis using ODI reducing manual effort by 12%.

PROJECTS

IBM HR Attrition | The University of Texas Dallas — Jan 2022 —Mar 2022

- Analyzed an IBM imbalanced dataset using R to identify reasons for Employee Attrition. Smote method to handle imbalanced classification and Decision Trees, Boosted Trees & Logistic Regression models were used for predicting Attrition.

Illustrating Butterfly Effect during the COVID-19 pandemic | The University of Texas Dallas — Sep 2021 —Dec 2021

- Created a StreamLit app to illustrate the Butterfly Effect during the COVID-19 pandemic on air traffic, game streaming, air pollution, and suicide rates using Python libraries like Pandas and NumPy.

Amazon Review Rating Prediction | The University of Texas Dallas — Sep 2021 —Dec 2021

- Pre-processed a dataset of 10,000 amazon reviews using regex expressions and dealt with class imbalance using the oversampling technique. Developed a multi-class classification ML model to predict Amazon product ratings using TF-IDF vectors. The final ML model which achieved an accuracy of 62.43% was deployed on AWS Cloud.

Twitter Sentiment Analysis | The University of Texas Dallas — Jan 2022 —Feb 2022

- Extracted the tweets dataset with 50K records and separating the positive and negative tweets. Developed a Machine learning pipeline using three classifiers (Logistic Regression, Naïve Bayes and SVM) along with using the tf-idf vectorizer. The F1 Score was found to be 0.92,0.90 and 0.91 respectively.