Aditya Ayyagari

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EXPERIENCE

LatentView Analytics, *Data Analyst* | *Chennai* | *1 year 7 months*
Actionable Insights & Accurate Decisions to drive process change and create business impact.

> Asset Management
Wireframed and built a **Data Governance framework and dashboard** for real-time CRM data standardization for a Global Asset Management company.

Proactively built excel tools and reports to smoothen delivery and converted an excel report to a full-fledged extended client engagement worth **40K GBP**.

Digital CRM dashboard comprising Single Customer View coupled with Customer Segmentation Model to prioritize marketing efforts at global and regional levels.

Wireframed and currently developing a **Brand Management dashboard with Automated Insights** with KPIs to monitor the effectiveness of various Marketing Channels in Lead Generation.

> Pharma
Built ML and DL models to classify Medical Records with **40% higher precision** than legacy models for a Global Pharmaceuticals giant.

> Value Propositions & Assets
Built a value proposition worth **1M USD,** to offer analytics services to companies willing to shift to a **subscription-based business model.**

Contract Analytics - Built a proof of concept accelerator that can help monitor contracts from suppliers and build KPIs to measure their performance.

Video Customer Analytics - Built models for real-time customer analytics, using AI and Computer Vision with modules including Customer Face recognition, Age and Gender Detection.

> Extracurriculars
- **Head** - LatentView Dance Team
- **Member** - LatentView Quiz Club
- **Member** - LatentView Sports Committee
- **Sports Captain** - LatentView Red House

EDUCATION

SASTRA Deemed to be University | *Thanjavur* | *2015 - 2019*
B. Tech - Electronics and Communication Engineering.

Dean's List of Top 10% students in the university.

> Extracurriculars
- **Head** - SASTRA Dance Team
- **Executive Member** of ASCIEE, ECE Wing
- **Member** of SASTRA Community Outreach ProgrammE

PROJECTS & INITIATIVES

Text Analytics at your Fingertips | *LatentView*
Developed a one-stop code repository for text analytics using Python. This serves as learning material for freshers, and projects in this domain.

Resource Utilization Tracker | *LatentView*
Built a real-time employee utilization tracker using Excel for data-driven Resource Management. Improved resource utilization within our Entity at LatentView by **40%**

BUZBEE | *Dr. V. Sridharan* | *Incubatee at Technology Business Incubator, SASTRA*
Built a real-time people tracker for Buses using Machine Learning and IoT. This solution aimed at preventing unusual wait times and over-crowding in Public Transport.

Voice Controlled Bot | *Dr. S.K Pandiyan* | *SASTRA*
Designed and Built a Voice-Controlled Bot, operating on NODE- MCU micro-controller. A prototype for voice-controlled devices using Google Assistant and IFTTT.

Uncertainty Quantification on Software Defined Radio System | *Dr. R. Ganapathy* | *SASTRA*
Implementation of Uncertainty Quantification using Chaospy and Stochastic Gradient Descent on the output data of a Software Defined Radio System.

CORE SKILLS

Project Management

Machine Learning

Data Wrangling & Data Modeling

Infographics & Visualization

Problem Solving

Presentation & Communication

DOMAIN KNOWLEDGE

Natural Language Processing

Computer Vision

Predictive Analytics

UI / UX

TECHNICAL SKILLS

Python

PowerBI

R

SQL

Excel

Flask

ACHIEVEMENTS

Spirit of LatentView Award for Business Impact (1x)

SPOT Award (1x) - Awarded for exceptional work at LatentView.

Top 2% - Achieved 82nd rank in a Kaggle Competition.

Juran Award (Third Prize) - Case Study at International Convention of Students Quality Control Circle

CERTIFICATIONS

Customer Analytics
Wharton Online

Data Science Wrangling
Harvard X

Financial Risk Analytics
Great Learning

Machine Learning Advanced Certification - Simplilearn

AWS Machine Learning
Amazon Web Services

LANGUAGES

English, Hindi, Telugu, Tamil

INTERESTS

Western Dance

Drawing & Painting

Design & Infographics

Basketball & Fitness