

ADITYA DARIA

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SUMMARY PROFILE

- Part of model development and governance team, collaborating closely with targeting & marketing leads for diverse financial products to comprehensively understand requirements and ensure the creation of tailored advanced propensity models for all BUK products including loans, cards, Insurance, mortgages, and current accounts.
- Demonstrated leadership through mentoring and training junior data scientists, leading end-to-end analytical and data science projects independently, and effectively collaborating with stakeholders for consensus on strategic recommendations and resource planning.
- Collaborated with model risk management & IVU partners for successful model validation and remediation as needed.
- Early adopter of LLM/Generative AI within Barclays with good understanding of Large Language Models. Also working on L&D agenda for ACE
- Tech Stack: PySpark, SQL, SAS, Python, MS Office, Teradata, SparkML, Logistic Regression, Random Forest, XGBoost, Predictive Models, Data Science.
- DevOps: JIRA, GIT, Bitbucket, Confluence, Agile & Scrum.
- 11+ years of experience; with 7+ years of experience in people & project management including engagement, performance, and development decisions.

EXPERIENCE

Barclays	AVP – Decision Analytics	Apr'18 - Present
<ul style="list-style-type: none">• Part of the development and monitoring team looking after governance for 22 predictive propensity machine learning models for Barclaycard, loans, mortgages, and the Barclays app, catering to the unique requirements of each financial product.• Boosted propensity model coverage from 6% to 22%, with a goal to double by year-end.• Strategically working for the migration of 3 existing SAS propensity models to Python, resulting in a ~14-17% improvement in ROC over SAS based models which resulted in a 3x lift.• Developing travel pack propensity ML model to increase coverage and a better lift.• Managed model risk by providing guidance on regulatory requirements, implementing first-line controls during model development, and ensuring comprehensive governance documentation. Collaborated with model risk management & IVU partners for successful model validation and remediation as needed.• Applied supervised learning techniques, including generalized logistic regression models, tree-based models (decision trees, random forest, boosted trees), for effective feature engineering and model training, ensuring predictive power.• Conducted model testing and validation, diagnosing and rectifying issues such as over-fitting, and evaluated the impact of deploying models in production, presenting results and business cases to management, while providing ongoing support for implementation and monitoring of solutions.• Collaborated with the targeting team to understand and address specific business requirements for diverse product lines. Also worked with engineering teams to deploy ML models in production- both on premise as well as cloud deployment.		

- Member of the **Large Language Models (LLM/GAI)** Adoption Working Group, focused on identifying potential use cases for Barclays. Part of the Pilot for copilot use case within Barclays.
- Supported remediation team with actionable insights to save **£XX** million on a project, which involved analyzing customer journey across **300** products in Business Banking, Corporate, Private Banking and Retail Banking cohorts. Demonstrated strong team leadership skills by effectively coordinating the efforts of team members, ensuring high-quality deliverables within established timelines.
- Demonstrated proficiency in SAS, SQL, Python, while effectively training team members and driving performance improvements. Also part of L&D agenda for the whole team of **70** colleagues.

EXL Service	Consultant	May'17–Nov'17
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- Developed SAS Targeting models and evaluated performance of binary classification model using Area under ROC curve, GINI, PSI and CSI(AUC).

AON	SAS Consultant - Marketing Analytics	Sep '12–Apr '17
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- Created and automated SAS reports for a banking client.
- Acquiring data from various sources and maintain database of Insurance clients for AON across NA.
- Data extraction and analysis to find trends and patterns in complex datasets using SAS and SQL as per the client requirements and delivering insights in the form of PowerPoint presentations.
- Led the effort for Optimization and maintenance of campaign warehouse to improve speed to market and reduce code redundancies across Marketing Analytics.
- Led the migration of data from 1 platform to another; revamping the codes aligned with the new data composition.
- Led initiative to automate over 120 BAU campaigns using Tivoli Workload Scheduler (TWS)
- Work with the team to standardize & automate existing processes to improve efficiency and quality.
- Developed a multi-class classification model for the capstone project, leveraging student data from Edulix to predict suitable university applications. Employed Random Forest and Neural Networks for comprehensive analysis and accurate predictions.

ACADEMIC QUALIFICATIONS			
Year	Degree	College	GPA%
2022-2023	Advanced Programme in Data Science	IIM Calcutta	Dec'22 -Dec'23
2008-2012	B.Tech – Computer Science (CSE)	LPU, Jalandhar	7.95
2008	12 th Grade Lions English School, Silvassa	CBSE	72.4
2006	10 th Grade Lions English School, Silvassa	CBSE	76