

# Amarjeet Krishnan

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## SUMMARY

As a Data Scientist with 5+ years of experience, I leverage my expertise in **Gen AI, Agentic AI, RAG, machine learning, A/B testing**, and **Forecasting** to tackle real-world challenges and drive business results. I am passionate about continuous learning and developing new skills to stay ahead of the curve

- Successfully tackled **regression and classification challenges** using **AutoGluon for model selection and hyperparameter tuning** within **AWS SageMaker, Databricks**. This resulted in a **5% improvement in accuracy**

## PROFESSIONAL EXPERIENCE

### Ilink-Digital

Technical Specialist – AI/ML

Bangalore, IN  
Jan 2024 – Present

- Developed and implemented proof-of-concept (POC) projects for Retrieval-Augmented Generation (RAG) models and designed an evaluation metric for their performance.
- Implemented four distinct sales models tailored to different countries, aiming to enhance sales and accurately measure distribution elasticity. Conducted data-driven experiments to optimize demand and integrate results for improved performance.
- Leveraged Databricks and Azure to develop and deploy a market mix model for Mars (Price Pact Analytics Team), which is expected to increase customer engagement by 10% and drive potential sales uplift of 5%

### Merck Group

Data Scientist- Life Sciences, Healthcare – **Marketing, Pricing**

Bangalore, IN  
Dec 2021 – Jan 2024

- Provided insights on discounts, analyzed customer segments, identified SKUs for price optimization and developed PV-Mix analysis resulting in additional **revenue generation of EUR 10 Mn**
- Streamlined pricing workflows by integrating the Palantir Foundry solution with existing systems, resulting in a reduction of processing time by 50%
- Forecasted (**Time Series, ARIMA, Smoothing**) monthly sales for a vertical with **global revenue of EUR 1.6 Bn** to facilitate setting targets and strategy planning for business Vice President
- Optimized inventory through SKU rationalization, safety stock reduction and backorder management to save costs and improve **margins by 1 % in Bioprocessing**

### NTT Data Services

Senior Associate - II, Delivery Assurance, People Analytics Teams

Bangalore, IN  
Nov 2019 – Dec 2021

- Implemented an automated reporting system that provided real-time insights into employee retention metrics, empowering HR leaders to make data-driven decisions and improve overall workforce management strategies.
- Collaborated with interdisciplinary teams to create a new customer segmentation model that increased targeted marketing campaign effectiveness by 40%, resulting in a \$3M revenue boost.
- Developed and implemented a cutting-edge Conversational AI system, utilizing RASA and SpaCy technologies to improve customer engagement by 40%.

## EDUCATION

**Gautam Buddha University**, School of Management and Applied Science  
Master of Business Administration (MBA)

Greater Noida, IN  
May 2019

**Gautam Buddha University**, School of Engineering  
Bachelor of Technology (Electrical Engineering)

Greater Noida, IN  
May 2017

## SKILLS

- **Programming Languages:** Python, R, SQL, JavaScript, HTML, CSS
- **Data Science Platform:** Dataiku Data Science Studio, Snowflake, Palantir, AWS Sagemaker, Databricks.
- **Big Data & Machine Learning:** Spark, Hadoop, Python, NLP, Time-Series Forecasting.
- **Deep Learning & NLP:** TensorFlow, Keras, DNN, CNN, LSTM-RNN, NLTK, SpaCy, Genism, Word2Vec, Bert.

## PROJECTS

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### Projects

*PS- Pricing Automation using (Palantir Foundry (Pyspark), NLP, AWS Sagemaker)*

Bangalore, IN  
April 2023 – June 2023

- Spearheaded the successful implementation of a highly impactful pricing automation system utilizing Palantir Foundry, enabling hierarchical approval of product manager price quotes, streamlining workflows, reducing manual errors by 80% and driving significant enhancements in pricing strategies through centralized data management.