

Anant Tripathi

<https://www.linkedin.com/in/ananttripathiak/>

Email : ananttripathiak@gmail.com

Mobile : +91 8209206836

EDUCATION

- | | |
|---|--------------------------|
| The University of Texas at Austin | Austin, Texas, USA |
| • Post Graduate Program in Artificial Intelligence & Machine Learning | Feb. 2025 – Feb. 2026 |
| Birla Institute of Technology and Science, Pilani | Pilani, Rajasthan, India |
| • B.E. & M.Sc. (Integrated Program) in Electrical and Electronics | Aug. 2016 – May 2021 |

EXPERIENCE

- | | |
|------------------------------------|-----------------------------|
| Axtria – Ingenious Insights | Bengaluru, Karnataka, India |
| • Project Leader — Data Scientist | August 2021 – Present |
- Trained and integrated a Generative AI model using Azure OpenAI: Successfully trained and integrated Generative AI Models (LLM) into the product, delivering both text-based and visual insights derived from module outputs.
 - Led a team to secure major US healthcare brands: Managed a team to deliver multiple product enhancements that secured major US healthcare brands as clients and drove product adoption.
 - Developed advanced algorithms for Marketing Mix Optimization: Engineered custom algorithms for marketing mix optimization, including LODR curve gradients and optimization using COBYLA and SLSQP. Delivered 25+ projects and established these methods as primary optimization techniques within the SaaS product.
 - Built dynamic assets for marketing analytics: Utilized linear regression, hierarchical modeling, segmentation, and early adopter prediction to enhance HCP targeting for newly launched drugs, improving both model accuracy and marketing precision.
 - Delivered and supported multiple marketing mix projects: Delivered and supported 10 marketing mix projects simultaneously (typical load is 2–3), meeting enhancement requirements, optimizing resource use, and reducing execution time by 25% while cutting memory consumption by 63%.
 - Performed A/B testing for feature implementation: Designed and executed A/B tests to validate feature implementations and enhancements, leading to improved product experience and business outcomes.
 - Provided comprehensive internal training: Authored and delivered extensive training to 70+ employees, significantly improving team proficiency in Python, SQL, marketing mix modeling, and optimization strategies.
 - Migrated and optimized codebase from R to Python: Independently migrated key assets from R to Python and optimized a 6000+ line codebase, improving performance, maintainability, and scalability.
 - Created a custom greedy algorithm for enhanced stability: Designed a custom greedy algorithm that improved asset stability and reduced execution time by 72%, contributing to overall system efficiency.

CORE COMPETENCIES

- Data Science • Data Analysis • Statistics • Machine Learning • Artificial Intelligence • Data Mining • Regression Modeling • Predictive Analytics • Data Visualization • Data Structures & Algorithms • Data Modelling • Data Processing • Business Analysis • Team Management & Leadership • Training and Development • Gen AI • Agile Project Management • LLM • Product Management • Version Control • Marketing Mix Modeling • Optimization • Prompt Engineering

TECH SKILLS

- Python • R Programming • SQL • Power BI • Databricks • AWS • KNIME • GCP • Snowflake • GitHub • Bitbucket • JIRA • Gen AI tools • TensorFlow • PyTorch • Keras • SciPy • XGBoost • Scikit-Learn • NLTK • NumPy • Pandas • Seaborn • JupyterHub

AWARDS & CERTIFICATIONS

- Right Brigade Award: Received the Right Brigade Award for exemplary display of the “RIGHT” values, abbreviated for Responsiveness, Integrity, Get going, Humble, and Team Player.
- Bravo Award: Received the Bravo Award for delivering high-quality work and exemplary performance, along with strong client appreciation.
- Deeplearning.ai Certifications: Completed several deeplearning.ai courses on machine learning, deep learning, and statistics.