

# ANIRUDH K. MURALIDHAR

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## SKILLS & AREAS OF KNOWLEDGE

- ◆ Predictive Modeling
- ◆ Machine Learning
- ◆ Data Mining/Big data
- ◆ Exploratory analysis
- ◆ Data visualization
- ◆ Statistics
- ◆ Apache spark
- ◆ Python
- ◆ Cognitive solutions
- ◆ Purchase patterns
- ◆ Training/Supervision
- ◆ Entrepreneurship

## WORK EXPERIENCE

**Data Scientist** · *eBay Inc, San Jose, CA* Mar. 2018 – Current

As a data scientist, my duty was to drive the speed team based on site speed data and assist the team to understand the performance of POPs and load balancers across the globe. [Python, Spark, Hive]

- ◆ Developed a transfer function to understand the impact of speed on business, and thus deriving insights on what metrics, and pages needs to be concentrated for higher business revenue across countries.
- ◆ Worked on an anomaly detection model to detect anomalies on site speed data. Thus, helping the team to understand instant site speed degradation.

**Data Scientist** · *Foot Locker, Bradenton, FL* Sep. 2017 – Mar. 2018

As a data scientist, my role was to drive business by deriving customer insights based on their transactions, demographics, and social media data with machine learning. Hence, assisting the marketing and sales of the organization. Few projects include churn prediction model, analyzing social data to find customers interest, product mapping across brands, and cohort analysis. [Python, Spark, Hive]

**Data Science Intern** · *Lands' End, Dodgeville, WI* May. 2016 – Dec. 2016

Worked with the marketing department to develop data driven strategies using advanced analytics as opposed to the existing data reporting tools. This resulted in better understanding of the customers and improving the marketing campaigns. Key works include predicting the category preference of customers (6% improvement in email marketing), and recommendation system based on product similarity (3% boost in traffic), and analysis with market basket analysis.

**Analyst** · *Mobius Knowledge Services, Chennai, India* Jun. 2014 – Jun. 2015

As an analyst, my job was to crawl huge amounts of e-commerce data from web followed by intense data cleaning, handling missing values, and non-English characters. Finally, performing EDAs on the data to derive meaningful insights. Examples are price comparison of product across sites, understanding the price trend of products. Also, had the opportunity to train co-employees on Python programming language.

## EDUCATION

- ◆ Masters in Data Science (3.90/4.00) | Indiana University, Bloomington | Aug. 2015 – May 2017
- ◆ Bachelors in Electrical Engineering (7.42/10) | Anna University, Chennai | Aug. 2010 – May 2014

## TECHNOLOGY PROFECIENCY

Python (NumPy, Pandas, SciPy, Scikit-learn, nltk, tensorflow, statsmodel), R, MySQL, Apache Spark, Microsoft Azure, JavaScript (D3), MATLAB, Latex, Microsoft Office, Tableau

## SELECTED ACADEMIC PROJECTS

- ◆ *Opiate/Opioid prescription analysis using Machine Learning*. Analyzed the non-opiate drug prescription pattern of several doctors to predict if a given doctor is an opiate prescriber or not. An accuracy of 76% is obtained.
- ◆ *Kobe Bryant's NBA career analysis*. Analyze Kobe's performance through visualizations to mine pattern patterns and explore his performance pattern using Python and JavaScript (D3).
- ◆ **More projects:** <https://www.anirudhkm.com/experience/academic/>

## CERTIFICATIONS AND OTHER WORKS

- ◆ Certified Apache Spark developer by Databricks O'Reilly media.
- ◆ Owner and editor of a monthly data science magazine Velvi. <https://www.anirudhkm.com/magazine/>