ANIRUDH K. MURALIDHAR

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EXECUTIVE SUMMARY

Advanced Data Scientist Intern with approximately 2 years of combined experience working with marketing department to develop data driven strategies using advanced analytics, training employees on programming, and developing prediction models to predict customer behavior. Adept at translating business challenges into analytics problems and applying advanced analytics/predictive modeling to solve problems. Currently seeking a position as a Data Scientist by demonstrating the following experience, skills, and areas of knowledge.

SKILLS & AREAS OF KNOWLEDGE

- Predictive Modeling
- Machine Learning
- Data Mining/Big data
- Exploratory analysis
- Data visualization
- Bayesian statistics
- Time series analysis
- Advanced Analytics
- Cognitive solutions
- Purchase patterns
- Training/Supervision
- Team leadership

WORK EXPERIENCE

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

Worked with the marketing department to develop data driven strategies using advanced analytics as opposed to the existing data reporting tools.

- Gained experience on handling real time business data stored in complex relational databases.
- Developed a prediction model to predict the preferred category of customers. It was A/B tested with current email marketing model and showed 6% increase in traffic.
- Worked on a recommendation system based on product similarity. When A/B with current model, it showed 3% increase in product page hit counts.
- Developed a customer segmentation model in order to better understand and target customers.
- Derived patterns from transaction data using market basket analysis used for product recommendation.
- Worked on a churn prediction model to filter out customers and analyze them to increase the customer retention rate.

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

- Developed generalized scripts to crawl data from web and then perform data preprocessing to handle missing values, non-English data, and data transformation.
- Programmed scripts to analyze data for price comparison across various retail brands, price trend of products over the time, and graphically visualize them.

EDUCATION & ACADEMIC PROJECTS

Masters in Data Science · *Indiana University, Bloomington* Aug. 2015 – May. 2017(Graduating)

- *Opiate/Opioid prescription analysis using Machine Learning*. Analyzed the non-opiate drug prescription pattern of several doctors to predict if a given doctor is a 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).
- *Performance comparison of various algorithms for document classification.* Analyze five different algorithm on twenty newsgroup data to compare their performance and find which algorithm works the best.
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LEADERSHIP ACTIVITIES

- Led a cross-functional team in Lands'End to make a report on driving the business as an omni-channel model.
- Served as a Professional Development Chair of ASIS&T(Student organization at Indiana University). Supervised its overall progress, quality, and found ways for expansion.
- Served as a lead associate instructor at Indiana University. Assisted Professors and supervised 14 UIs. Also, conducted lab sessions and office hours to assist students.

TECHNICAL PROFECIENCY

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