S.MANEESHA

|Email:sunkaramaneesha557@gmail.com | | Mobile:6304717709 |

Career Objective

To work at a challenging position in the field of Data Science and Predictive Modeling where I can apply my technical, analytical and interpersonal skills for the growth of the organization and expand my experience and skills as a Data Scientist.

Experience

- Work experience of over 2 years for RAM TECHROBOTS IT SERVICES PRIVATE LIMITED as a Data Scientist.
- Work experience of over an year for RAM TECHROBOTS IT SERVICES PRIVATE LIMITED as a QA Analyst.

Summary

- Excellent knowledge in Data Science, Data Analytics, Data Visualization and Predictive Modeling using Python, R.
- Deep understanding of various machine learning models such as Linear &Logistic Regression, Decision Tree and Random Forests, XGBoost , KNN, K-Means Clustering, SVM, Natural Language Processing, Sentiment Analysis, Naive - Bayes.
- Proficient in Exploratory Data Analysis(EDA), Hypothesis Testing.
- Proficient in Hyper -parameters tuning using RandomizedSearchCV, GridSearchCV
- Exposure to Deep Learning techniques: RNN, CNN.
- Industry experience in Banking ,Insurance Industries.
- Excellent communication and interpersonal skills.
- Strong analytical and problem-solving skills with an ability to perform in a challenging environment

Technical Skills

- Programming languages: Python, R, C
- Tools, frameworks, libraries :Anaconda Spyder, Jupyter Notebook, RStudio, Pandas.
- Data Science, Data Transformation, Data Extraction, Data Visualization, Data Wrangling, Machine Learning, NLP, Statistical Modeling, EDA, Algorithm Development, Manual Testing.
- Strong analytical and problem-solving skills with an ability to perform in a challenging environment.

Education:

- B.Tech in CE from Kakatiya University in 2017
- 12th -Sri Chaitanya junior College-93%
- 10th - Teja Talent School-90%

Project Details

Project Name	**Customer Churn Analysis**
Client	UK based Telecom Company
Role	Data Scientist
Duration	On going project
Software	• Languages, IDE, Tools: Python, Jupyter Notebook, Spyder, MySQL, Tableau • Algorithms: Random Forest, XGBoost, KNN, SVM, Naïve Bayes, Sentiment Analysis, Logistic Regression, Decision Tree

Project Description:

Customer churn is one of the biggest challenges in the telecommunications industry. Several studies have shown that attracting new customers is much more expensive than retaining existing ones. The project aimed at customer Churn Analysis where the loyalty of the customer needs to be identified using descriptive analytics and provide insights on how to retain the existing customers in the company.

Roles and Responsibilties:

- Processing, cleaning and verifying the integrity of data used for analysis.
- Performed data analysis and visualizations to identify patterns and meaningful business insights.
- Evaluated the tenure and behavior of the customer to determine the loyalty of the customer to the company.
- Worked with unbalanced data using under sampling, oversampling, SMOTE techniques.
- Performed ad-hoc analysis for POC' s and presented results in a clear manner.
- Selected the important variables and engineered new ones in order to improve the performance of the model.
- Applied different machine learning algorithms to evaluate churn probabilities and analyzed the accuracy with each algorithm.
- Worked with internal and external teams to develop and evaluate models, identify the best performing model and put it into production.
- Developed the predictive model (Customer Churn) to estimate whether the customer will leave the company and the loss suffered by the company in total ,of all the churns observed.
- Improved the accuracy of prediction from 84% to 96%.
- Provided actionable insights to the business in order to retain current customers with strategic offers.

Project Name	**Insurance Fraud Detection**
Client	New Zealand based Banking Institution
Role	Data Scientist
Duration	8 months
Software	• Languages, IDE, Tools: R, RStudio, Python, Jupyter Notebook, Spyder, Tableau • Algorithms: Random Forest, XGBoost, KNN, Logistic Regression, Sentiment Analysis, Support Vector Machine

Project Description:

Fraud costs the insurance industry millions, if not billions, each year. In response, insurers are marshaling their data resources and creating a multi-channel approach to fraud detection. They're taking a very close look at both traditional structured data (such as claims and policy data), and textual data (such as adjustor notes, police reports and social media). The project aimed at analyzing the available data to predict whether an insurance claim is fake or genuine.

Roles and Responsibilties:

- Processing, cleaning, visualization and exploration of data for analysis.
- Performed data visualization and data modeling to identify patterns in data.
- Applied multiple machine learning algorithms to predict false claims and evaluated the accuracy of each algorithm.
- Performed iterative experiments with different techniques to discover the best performing algorithm.
- Worked with extremely unbalanced data using oversampling, under sampling, SMOTE techniques.
- Researched and implemented new techniques to build up on the existing machine learning infrastructure.
- Engineered new features from existing data in order to enhance the model performance for predicting fraudulent transactions.
- Developed a predictive model to evaluate the probability of the customer claiming false insurance.
- Enabled the fraud detection teams to handle the actual fraud cases three times more effectively.
- Saved the client a lot of money by identifying and decreasing fraudulent behaviors.

Project Name	**Credit Card Marketing Campaign**
Client	US based Banking Institution
Role	Data Scientist
Duration	8 months
Software	• Languages & IDE: R, RStudio

	• Algorithms: Random Forest, KNN, Support Vector Machines, Logistic Regression

Project Description:

The project aimed at analyzing the information about a marketing campaign of a financial institution in order to find ways to look for strategies to improve future marketing campaigns for the bank. The marketing campaign was primarily based on direct phone calls to the client in order to assess whether the product would be subscribed or not.

Roles and Responsibilties:

- Data cleaning, exploration and visualization.
- Selected important variables in order to improve the time and resources required to train the algorithms.
- Worked with highly unbalanced data and used oversampling , under sampling methods to improve accuracy.
- Implemented multiple learning algorithms to predict customer response and analyzed the result of each algorithm.
- Developed the predictive model to estimate if the customer will subscribe to the product (Credit Card) offered by the bank, which improved company productivity and efficiency.
- Participated in regular meetings with the executives, providing information on the Progress

Declaration : I here by declare the Above mentioned information is correct up to my knowledge