

Vijaya Lakshmi Alaparthi

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A multi-faceted professional accustomed with proven Data science skills; targeting challenging opportunities in **Data Scientist / Machine learning** with an organization of repute.

Profile Summary

- **Creative, innovative, enthusiastic professional with over 2 year of experience in** Data analysis, Business analysis, Machine Learning.
- Skills in **developing and implementing Data cleansing and Data modeling strategies** that increase product awareness, customer acquisition, market share, penetration, and revenue.
- Leveraged **market research, industry analysis, and customer insights** to anticipate and counter competitive actions, build customer loyalty, and position brand for enhanced market share.
- Knowledgeable in performing **Machine Learning** models SVM, Linear Regression, Clustering, Random Forest, Ensemble, ANN, CNN and XGBOOST.
- Successfully delivered projects titled as **Customer Churn, Fraudulent Transactions, Quantity of materials & HR Dashboard**.
- A result-oriented individual with strong analytical, communication, interpersonal and organizational skills.

Core Competencies

Data Science

Machine Learning

Deep Learning

Corporate Communications

Client Engagements

Tableau

Marketing Research & Analysis

Python

SQL

Work Experience

Since May'19 Arik infotech , Bengaluru as Jr Data Scientist

Key Result Areas:

- Performing exploratory data analysis on large and complex data sets comprising of structured, semi-structured and unstructured data.
- Working on unstructured problems to deliver insights, end-to- end solutions.
- Improve our clients- understanding of their customers using analysis, statistics and machine learning algorithms.
- Conceptualizing Highly Motivated to use strong quantitative, analytical and communication skills in a position within the field of Analytics.
- Implementing research and analytics insight to develop new strategies, improve program performance, make recommendations and influence business decisions.

Projects Undertaken with Arik infotech,Bengaluru

Project Title: Customer Churn

Description: The project aimed at Prediction probability of customer churn who are going to churn, Market retention strategies and best offers recommendation.

Tools/Technologies used: Python, XGBoost.

Project Title: Quantity of materials

Description: The project aimed Implementing Regression Model to predict the quantity of materials for the defined future timeframe for a vendor and plant - **Reliance Industries**.

Tools/Technologies used: Python, FBProphet.

Project Title: HR Dashboard

Description: Created a Predictive Dashboard in recruiting and attrition rate

Tools/Technologies used: Tableau, MySQL

Technical Skills

<i>MS Excel & Office</i>	<i>Python</i>	<i>MySQL</i>	<i>Tableau</i>
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Extracurricular Activities

- Designated as:
 - Member Secretary** - Media & PR Committee of Vignan lara
 - Cultural Committee** Member of Vignan lara
 - Class Representative** of B-tech in Vignan lara
 - Student Ambassador** of Aavishkaar for Hindu Future India Club
- Volunteered for different **International Workshops on Data Analysis** in Vignan lara

Certifications

<i>Data Analysis</i>	<i>H2O.ai – Machine Learning Interpretability</i>	<i>Coursera machine learning</i>	<i>Advanced Excel - Udemy</i>
<i>SQL</i>	<i>H2O.ai – AutoML</i>	<i>Udemy machine learning a-z</i>	<i>Deep Learning</i>

Education & Credentials

- PGD- Data Science** from International Institute of Information Technology ,Bangalore in 2019
- B-Tech** from Vignan lara Institute of Technology, Guntur in 2019
- 12th** from Sri Chaitanya, Vijayawada in 2014
- 10th** from Dr KKR Gowtham, Guntur in 2012

Personal Details

Date of Birth: 30th October 1996

Languages Known: English and Telugu

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