KARTHIK KASTALA

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AREAS OF EXPERTISE

Data Science |Machine Learning| Deep Learning | Business Analytics | Predictive Modeling| Application of Statistics | Reporting & Dashboards | Data Preparation

TECHNOLOGIES

R, Python, Excel, Tableau & SQL Server

STATISTICS & APPLICATIONS OF STATISTICS

Basic Statistics (Hypothesis testing, stats methods), Linear Regression, Logistic Regression, Cluster Analysis, Decision Trees, Ensemble Learning (RF, XGBOOST) and Time Series Analysis, SVM, ANN, KNN, NB, Deep Learning (Feed Forward networks, CNN, RNN (LSTM), Seq-Seq Models, Recommendation Systems, Text Mining(NLP, DNLP)

PROFESSIONAL EXPERIENCE

BIZACUITY **MAR-2019 TO TILL DATE**

DATA SCIENTIST/BUSINESS ANALYST, HYDERABAD

Identifying business objectives, performing different Statistical tests for data analysis. Building models for quantifying business problems using Predictive Modeling, Machine Learning and Deep Learning Algorithms using R and Python

ANALYTIXLABS **AUG-2018 TO MAR-2019**

DATA SCIENCE INTERN

RECENT PROJECTS

PROJECT 1: Predicting CLV (Customer Lifetime Value) and Identifying Churn Customers.

Description: Worked for one of the leading UK based online gaming company. Their Business Problem is to predict Churners because most of the players are churners after their first APD(Active Player Day).

Roles & Responsibilities:

- ➢Converting Business Problem into Statistical Problem, Data Cleaning and EDA.
- ➢Using statistical methods to overcome Business Problem.
- ➢Plotting graphs for visualizing results? Storing results in a client database.
- ➢Recommendations for retaining potential churn customers.

We have used RFM Analysis and Logistics Regression to solve business problems. RFM Analysis helps to identify different customers Segments and Logistic Regression helps to Predicting Churn Customers.

PROJECT 2: Bet Amount, NGR Value Weekly Forecasting and Recommendation Systems.

Description: Worked for UK based company and business objective is to forecast Bet Amount, NGR value on Weekly basis and Recommendation for new players.

Roles & Responsibilities:

- ➢Data Cleaning and Data Analysis.
- ➢Plotting graphs for understanding data more clearly and easily.
- ➢Time Series Forecasting for Forecasting Weekly Bet Amount and NGR Value.
- ➢Dynamic Recommendation System.

We have used deep learning technique (LSTM) for forecasting Bet Amount and NGRValue and model accuracy is very good with a MAPE of 5%. Used Collaborative Filtering for Recommendation System using data at customer Level and Game Level.

PROJECT 3: Currently We are working for a Credit Card company based in Canada.

Description: Worked for one of the leading UK based online gaming company. Their Business Problem is to predict Churners because most of the players are churners after their first APD(Active Player Day).

Roles & Responsibilities:

➢Existing Customer Auto Approve Model (applications for payday not requiring manual verification).

➢New Customer Auto Decline Model (cases where the profitability assessment on the new customer is negative/high risk resulting in an auto decline).

➢Fraud Model (cases that would auto decline/suspected fraud), can be existing customer or new.

Approach:

Currently, working on Existing customers Auto approval model and New customers Auto Decline Model. The data is available from Jan 2017 to Nov, 2019. We identified ETD 60 as a Performance period because, Most of the customers (93%) are never paid the loan amount after 60 days.

We have 268 variables and 80,000+ records. We performed different data preparation steps (Missing, Outlier, Unique value variables and Uni-variate Analysis) for identifying the significant features. We are in the process of building & evaluating models using Logistic Regression (Predictive Event) and other Machine Learning Algorithms.

PROFESSIONAL QUALIFICATION

- 2018 M.Sc. (Statistics) from Andhra University, Visakhapatnam with 7.5 /10 (CGPA).
- 2016 B.Sc. (Statistics, Mathematics and Computers) from Krishna University with 79%.
- 2013 12th (Mathematics) from Sri Sarada Junior college, Nuzvid with 74%.
- 2011 SSC from Andhra Pradesh State Board with 86%.

TRAININGS & CERTIFICATIONS

I have successfully completed Analytics certifications fromANALYTIXLABS

- Data analytics and visualization using Excel, R, Python, Tableau
- Data Science Specialization using R and Python
- AI & Deep Learning Python

COURSE UNDERGONE IN M.SC.(STATISTICS)

Probability Distribution, Estimation Theory, Sampling, MultiVariate Analysis using SPSS, Hypothesis testing, stochastic process, Designs of Experiment, Operations Research, Statistical Analysis using R, Time Series Analysis, Econometrics, Actuarial Statistics.

ACADEMIC PROJECTS

Mini Project: Predicting house prices using different attributes of house and location.

Description: To identify key drivers of house price for different types of houses and predict price for given set of drivers.

Analytics Tools: Excel and R Analytics **Technique: Linear Regression**

Main Project: Credit risk analytics

Description: The objective of this project is to identify bad customers and decide the credit amount for accepted customers.

Analytics Tools: Excel and R Analytics **Technique: Classification**