Mahesh A
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Overview

- **Experience:** 5.8 years in IT industry, 2.5years into Data science and Machine Learning with BFSI, Retail, Academics, Beverages and Non-profits
- **Analytics Expertise:** Data acquisition, analysis, modeling, visualization, insights, reporting, automation and story-telling
- **Skill Base:**
  Tools: Python, MySQL, MS-Excel, MS-PPT
  Techniques: Linear Regression, Logistic Regression, Clustering, Classification, Decision Tree, Random Forest, SVM, KNN, PCA, XG-Boost, Text Mining, Time Series, Reinforcement Learning, Deep Learning, Community Networks, Interpretable ML, Explainable AI
  Statistics: Descriptive Statistics, Inferential Statistics, Hypothesis Testing,

Experience

Data Analyst, EIT Services India Pvt Ltd, Bangalore   **Feb 2020-July 2021**
Data analyst for developing ML algorithms for campaigns and managed for data based solutions

Project : **Demand Sense product development**
- Developed demand forecasting, sales driver and data audit algorithms for the product.
- Collaborated with backend with engineering teams to develop prototype platform development for Demand Sense.

Project : **Best Buy Behavioral Segmentation**
- Developed 4 clusters of customers exhibiting similar behavior based on multiple parameters
- Clusters were developed using an unsupervised learning method- K-means algorithm.

Project : **LTI Activation Model**
- Developed models for targeting long term inactive customers for top partner using XG-Boost, Python and SQL
- Efficacy of the LTI campaigns improved upto 2.5 times compared to control and earlier targeting strategies.

Project : **Partner Acquisition Model**
- Predictive model for acquiring new customers for the top electronic and apparel partner using XG-Boost algo
- Average MOM new customer increased by 12%, efficacy by 1.2% and coverage by 4% through new strategies
- Employed Interpretable ML to understand the behavioral dynamics of the model and parameters driving them.

Data Analyst, Tikaj Technologies pvt Ltd, Gurgoan   **Feb 2019-Feb 2020**
Data analyst for developing ML algorithms for campaigns and managed for data based solutions

Project : **Employee Loan Analysis**
- Developed models for targeting long term Loans of Employee by using Linear regression, Lasso, Python and SQL
- Efficacy of the loan campaigns improved up to 1.12 times compared to control and earlier targeting strategies

Project : **Leave request Analysis**
- Developed models for Leave request of payroll modules by using Logistic regression, Python and SQL
- Efficacy of the model improved Company performance and deliveries faster when compared to earlier.

Project : **Fusion Survey Analysis**
- Text mining to understand the sentiment and pain points of customers on newly launched online platform Fusion.

Project : **Sears External Sales Acceleration Campaign Design**
- Developed segments to be targeted in Travel and Dining categories and financial impact of the campaign.

Additional practicum:

- Price prediction using ML Techniques Linear regression, Ridge and Lasso regression techniques
- Predicting churn using logistic regression various ensemble techniques like Random Forests.
- Developed recommendation system for Bank loan dataset

- Developed Toronto train delay using Logistic regression.
- a Parts of Speech tagger using Hidden Markov Model and Viterbi technique

Technical Consultant, Civicon Technologies , Hyderabad   **jan 2016-Nov 2018**

MicrosoftDynamic AX Developer, Code review, Document review, Development, Knowledge transfer, Performance analysis, Client interaction, Technical interviews

- Create and modified the forms, reports, workflows, controls in AX2012 in different Modules.
- customized and add new features in Enterprise portal and Model driven pages to portal.
- Create services by AIF framework and modify the services and deployment.
- Developed User interfaces by using .Net
- customized reports, workflows as per requirement and bug fixing and follow best practices.
- Developed and support the enterprise portal for Microsoft Dyanmics Ax report and Dynamic Pages.
- followed the best practices and procedures for User Acceptance test(UAT).
- Deploy the Models and support for bugs and error while UAT.
- Train jr. developers and support the complex problem solving.

Technical Consultant, Surya Software Systems pvt ltd,bangalore   **May 2015-jan 2016**

- Create and modified the forms, reports, workflows, controls in AX2012 in different Modules.
- customized and add new features in Enterprise portal and Model driven pages to portal.
- customized reports, workflows as per requirement and bug fixing and follow best practices.
- followed the best practices and procedures for User Acceptance test(UAT).

Academics

Rajeev Gandhi memorial college of Engineering and Technology,Nandyal	B. Tech, CSE, 65%	June'14
Krishna reddy siddartha jr.collge, AP	Intermediate, 93%	May'10
Rayalaseema high school, AP	Matriculation, 80%	May'08

Additional Information

- **Programming languages/Other tools:** Java, X++, Microsoft Dynamic Ax2012 r2/r3, C#.Net and ASP.Net
- **Web/Application Servers**: Tomcat, IIS Server
- **Certifications**: Completed a certificate in Hadoop Ecosystem from ITST Academy.
- Received awards in mathematics Competitions in school and college
- **Languages**: English ,Telugu, Hindi