

## SUMMARY

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Senior Data Scientist | Social Impact & MEL Specialist Data Scientist with 5+ years of experience bridging technical data engineering and social impact strategy. Currently leading data initiatives at data.org, building resilient ETL pipelines and dashboards to track global program outcomes. Expert in Python, SQL, and API integration, with a strong focus on open-source tools, ethical data management, and Monitoring, Evaluation, and Learning (MEL) frameworks for grant-funded activities.

## SKILLS/TECHNICAL PROFICIENCY

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<b>BI &amp; Visualization Frameworks / Libraries</b>	Google Looker Studio, Tableau, Metabase, PowerBI Scikit-learn, XGBoost, Pandas, Numpy, Matplotlib, Seaborn, PyTorch, TensorFlow, OpenCV, Django, SQLAlchemy, StatsModels, OpenAI, ChatGPT (LLMs), LangChain
<b>Technologies</b>	Machine Learning, Deep Learning, Data Analytics, CNN, Computer Vision, Natural Language Processing (NLP), Regression, Classification, Ensemble, Statistical Analysis, Predictive Modeling, Semantic Search, Transformers
<b>Data Engineering &amp; ETL</b>	Python (Advanced API handling, JSON parsing, Pagination, Authentication), SQL, ETL Pipeline Design, Data Warehousing, AWS, Google Cloud, Docker, Git, Postgres, MySQL, BigQuery

## EXPERIENCE

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- data.org** Remote  
*July 2022 - present*  
*Senior Data Analyst*
- Engineered and scaled BI dashboards using PowerBI and SQL to analyze high-volume data for over **1 million global professionals** (org mission), integrating automated Python data pipelines on Azure to drive strategic decisions.
  - Developed custom visual analytics tools for **open-source epidemiology platforms**, used by the WHO and the global Epi community to support pandemic preparedness and real-time response. [Github link](#)
  - Led the **end-to-end development of analytics pipelines and dashboards** for CRM data, including user clustering, email segmentation, and performance tracking, enabling data-driven audience analysis.
  - Designed and deployed a **semantic search application** for R package documentation, enabling epidemiological researchers globally to efficiently find relevant tools and reduce duplication of effort. Leveraged Docker and Django to build a scalable and user-friendly tool.
  - Led the development of privacy-preserving algorithms, applying data privacy and security best practices in collaboration with Harvard OpenDP, University of Javeriana and Mastercard to enable secure analytics on sensitive, high-volume financial data using AWS
  - Migrated dashboarding workflows across platforms (Power BI, custom web-based tools, and Google Data Studio) and ensured alignment with organizational MEL (Monitoring, Evaluation, and Learning) frameworks.
  - Architected resilient ETL pipelines in Python to ingest and process complex datasets. heavily utilizing APIs (handling authentication, pagination, and JSON structures) to centralize data.

- MoneyView (Fintech Unicorn startup)** Remote  
*July 2019 - July 2022*  
*Data Scientist*
- Created **automated marketing dashboards** (AWS + Python + Excel) to track campaign performance, enabling strategic budget allocation and reducing reporting effort by 40 hours/month.
  - Designed visualizations and presented **marketing mix and attribution models** to cross-functional teams, using data storytelling principles to inform executive-level decisions.
  - Reduced customer acquisition cost by 10% by developing **predictive models in Python (including PyTorch and Scikit-learn)** to **forecast user behavior** and optimize marketing spend on social and digital channels.
  - Built and maintained data models for **performance forecasting**, including time series models (SARIMAX), integrated into dashboards to guide SEO and marketing planning.
  - Led quantitative experimental design and analysis, using A/B testing and cohort analysis to design and validate strategies that significantly improved user engagement and conversion funnels.
  - Analyzed high-volume user data to conduct behavioral segmentation, delivering key insights that directly informed product strategy related to user interaction and social sharing features. Featured in major national publications.

### InMobi (Adtech unicorn startup)

Product Analyst Intern

Bengaluru, India

Jan 2019 - June 2019

- Liaised with Data Science and engineering teams to optimize InMobi's biggest revenue generating platform resulting in uplift in revenue. Close to \$ 150k projected revenue boost from the exercise.
- Analyzed and recommended improvements in Fraud Defense (SaaS anti-fraud tool) to improve user experience and usability through **user feedback collection** and more frequent iteration to customer needs.

### Indian Institute of Management-Ahmedabad

Research Assistant

Ahmedabad, India

May 2018 - Nov 2018

- Analysed financial data of top 500 companies with cumulative market cap exceeding \$ 2 Trillion in R and SAS.
- The results of the study are expected to have several important contributions for the surveillance arm of the Exchanges, liquidity providers and value investors.

## PROJECTS

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### Customer Review Dashboard – Go-to-Market project

- Built an interactive dashboard in Streamlit using Python and NLP techniques (sentiment analysis, topic modeling) to analyze unstructured customer reviews, uncovering key insights for product and marketing strategy.
- Collaborated with the founding team to define KPIs and deliver a user-friendly visual tool that translated qualitative feedback into clear, actionable insights for go-to-market decision-making.

### Data backed referral model

- Developing a novel data backed referral model to come up with optimal referral bonus.

### Customer conversion prediction using supervised learning

Nov 2019 - Dec 2019

- Built a predictive supervised machine learning model to predict if a user installing the app will result in conversion. Achieved 93% accuracy on test set.

### Pro-bono: Impact assessment for [NGO focused on vocational training and education](#)

Aug 2018 - Sept 2018

- Consulting project for VSM to help them get an insight into their program implementation and evaluation strategies. Conducted impact assessment utilizing data storytelling to streamline their grant reporting and fundraising strategy.

## ACHIEVEMENTS / POSITIONS OF RESPONSIBILITY

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- **First position** at Green Campus Design contest at BITS Goa and Samadhan at BITS Pilani. The solution designed would save 50+ KL water per month in university premises.
- Finances Head of organizing team of [Hult Prize](#) at BITS Goa, sponsored by **Hult International Business School (USA)**.

## EDUCATION

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### BITS Pilani University, India

B.E(Hons.) Chemical + M.Sc(Hons.) Chemistry

2014-2019