

Avranil Basu

I have a keen interest in problem-solving and building data-driven intelligent products to solve business problems.



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Bengaluru

EXPERIENCE

Convergitycs Soln Pvt. Ltd, Bangalore — Data Scientist

JUNE 2019 - PRESENT

Store Network Expansion Tool: Developed a retail network expansion tool for a multi-brand lifestyle Indian conglomerate to evaluate new locations and estimate sales potential.

Customer Segmentation: Developed a customer segmentation model for a premium Indian eyewear brand to gain insights on customer behavior and to design and implement an effective marketing strategy. Also tailored the deployment infrastructure of the segmentation model in AWS.

Convergitycs Soln Pvt. Ltd, Bangalore — Data Scientist Intern

OCTOBER 2018 - MARCH 2019

Price Optimisation: Worked on a price optimization project for a leading Indian consumer goods company by implementing choice modeling on sales data.

Time Series Forecasting: As an individual contributor worked on a demand forecasting project to reduce inventory cost & stock out for one of the top Indian Jewellery Chain. Developed an end to end pipeline from data ingestion to model building for all product lines (13000+ SKU's).

EDUCATION

Govt. College of Engg. & Ceramic Technology (GCECT), Kolkata — B. TECH

AUGUST 2015 - MAY 2019

Completed B.TECH in Information Technology with 8.44 GPA

DISSERTATION

Performance Analysis of different TCP versions for long flow in D2D

Compared the performance obtained by different TCP implementations in a dynamic environment using SimuLTE - LTE User Plane Simulator for Omnet++ and INET which simulates the data plane of the LTE/LTE-A radio access network.

PROJECTS

Fraud Detection

Developed a Fraud Detection Framework for Financial Payment Services over a synthetic financial dataset having over 6.5 million financial transactions with 76 % recall using Logistic Regression, Decision Tree, Naive Bayes, KNN.

TOOLS & TECHNOLOGIES

PROFICIENT

Python | Scipy Stack | PuLp | Scikit-Learn | Matplotlib | Seaborn | Plot.ly | Dash | Fbprophet | Gradient Boosting Trees | SQL

FAMILIAR

Tensorflow | R | Core Java | TextBlob | NLTK | Flask | AWS

TECHNICAL SKILLS

Data Science | Machine Learning | Time Series Forecasting | Customer Segmentation | Linear Programming | Data Visualization

ACTIVITY

General Secretary, GCECT Students' Council

OCTOBER 2017 - DECEMBER 2018

Student Governor, Governing Council - GCECT

NOV 2017 - JAN 2019

Student Placement In-Charge, GCECT

JULY 2017 - MAY 2019

Secretary, GCECT Tech Club

NOVEMBER 2016 - SEPTEMBER 2017

Co-ordinator, IoT Challenge 2016, Techfest, IIT Bombay

AUG 2016 - SEP 2016

Campus Ambassador, Spring Fest 2016 & 2017, IIT Kharagpur

SOCIAL RESPONSIBILITY

Member, Bibhuti Social Welfare Association

OCTOBER 2017 - DECEMBER 2018

Organized multiple blood donation camps for Thalassemia patients.