

Avranil Basu

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EDUCATION

- **University of Georgia** Athens, GA, USA
Master of Science - Computer Science; GPA: 4.0 / 4.0 Aug 2021 - Dec 2022
- **Government College of Engineering and Ceramic Technology(GCECT)** Kolkata, WB, India
Bachelor of Technology - Information Technology; GPA: 8.44 / 10 Aug 2015 - May 2019

SKILLS SUMMARY

- **Languages:** Python, SQL, R, HTML, JAVA, C
- **Frameworks:** Tensorflow, Scikit-learn, Flask, Fbprophet, Dash, PuLp, Plotly, Seaborn, Matplotlib, NumPy, Pandas, NLTK, TextBlob, Python-pptx
- **Tools:** AWS Sagemaker, Lambda, ECR, Cloudformation, Docker, Git, Jupyter, Postman, NetezzaSQL, SQLServer

EXPERIENCE

- **Center for the Ecology of Infectious Diseases, University of Georgia** Athens, GA, USA
Graduate Research Assistant Sept 2021 - Present
 - **Disease Ecology MLOps platform:** Working on developing a robust MLOps platform for productionizing Disease Ecology models using Amazon Web Services
- **Convergitycs Solutions Pvt. Ltd.** Bangalore, India
Data Scientist (Full-time) June 2019 - Aug 2021
 - **Churn Prediction:** Churn propensity model to indicate which customers are at immediate or future risk of churn and Survival Analysis to forecast the Time to Event.
 - **Next Purchase Model:** Developed next purchase models for a leading retail chain to predict the likelihood to buy for repeat buyers. This helped the brand to enhance customer engagement and maximise marketing ROI by targeting their existing customers more effectively.
 - **Next Best Product:** Created a product purchase propensity model to help the business develop successful cross-selling and up-selling campaigns by contacting the customers who are most likely to purchase a specific product.
 - **Customer Win-back Model:** To Identify the right customers from the inactive(dormant) customer base who have a higher likelihood of re-engagement in win-back campaigns.
 - **Store Segmentation:** Developed meaningful store clusters for a leading Indian Lifestyle Conglomerate using cluster analysis to enable the business better operationalize merchandising decisions and promotional offers.
 - **Store Network Expansion:** 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 eye-wear brand to gain insights on customer behavior and to design and implement an effective marketing strategy.
- **Convergitycs Solutions Pvt. Ltd.** Bangalore, India
Data Scientist Intern Oct 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.
 - **Demand 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).

PROJECTS

- **Customer Understanding Studies:** Created an automated SaaS product for customer understanding studies for onboarding new client
- **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

LEADERSHIP & VOLUNTEERING EXPERIENCE

- **Student Placement Co-ordinator, GCECT Placement Cell** July 2017 - May 2019
- **Student Governor, GCECT Governing Council** Nov 2017 - Jan 2019
- **General Secretary, GCECT Students' Council** Oct 2017 - Dec 2018
- **Secretary, GCECT Tech Club** Nov 2016 - Sep 2017