

AbdulMajedRaja RS
amrrs.data@gmail.com
+91-8122225009

<https://www.youtube.com/c/1littlecoder>
<https://github.com/amrrs>
<https://www.kaggle.com/nulldata/>

Data Scientist

(with Gen AI skills)

| SUMMARY | | | |
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| <ul style="list-style-type: none">● Data Science Leader with 12+ Yrs of International experience across different sectors (Consulting, Marketing, Digital, Support)● OSS contributor @ PyPi and CRAN with Python and R Packages & Founder @ Bengaluru R user Group● AI Educator on YouTube (60K+ Subs) & Experienced Tech Writer on Tech sites like DataScience +, Towards Data Science | | | |
| EDUCATION | | | |
| 2011 | BE (Computer Science Engineering) | Government College of Technology, Coimbatore | 8.08 CGPA |
| 2007 | Class XII | Reliance Matric. Hr. Sec. School, Komarapalayam | 95.58% |
| TOOLS | | | |
| <p>Programming + Frameworks: Python, R, SQL, Pytorch, Hugging Face Transformers</p> <p>Gen AI : Stable Diffusion, LLM & LMM, Fine-Tuning, RAG, AI Apps (Llama Index, Langchain)</p> <p>Domain: NLP, Digital Analytics (Domo, Adobe SiteCatalyst, Google Analytics)</p> <p>Tools: Alteryx, RShiny, Tableau</p> <p>Data Engineering: DataBricks, Airflow</p> | | | |
| WORK EXPERIENCE (12+ YEARS) | | | |
| Senior Data Scientist – Atlassian, Bangalore (May 2020 to Present) | | | |
| Accomplishments | <ul style="list-style-type: none">● Established and expanded an experimentation framework for CSS On-Premises, facilitating rapid deployment of data science tests.● Developed and implemented bespoke machine learning solutions, alongside providing comprehensive training to teams, ensuring proficient management of MLOps and support functions.● Enhanced operational efficiency by deploying intuitive, self-service analytics dashboards using platforms such as Tableau, Redash, and Streamlit, empowering business operations.● Spearheaded initiatives aimed at optimizing ticket management processes, resulting in notable reductions in resolution time, increased engineer productivity, and attainment of key organizational objectives. | | |
| Analyst (Lead Data Science) – Cisco Systems, Bangalore (July 2018 to April 2020) | | | |
| Accomplishments | <ul style="list-style-type: none">● Led the growth of the MarTech Data Science Center of Excellence (CoE) in Bangalore, leveraging initial groundwork to recruit and develop the team.● Innovated a novel framework to gauge the efficacy and impact of Digital Marketing campaigns, providing invaluable insights into campaign performance and ROI.● Developed and operationalized a robust Model as a Service (MaaS) API, facilitating real-time predictions of sales order conversions, thereby enhancing sales strategy and decision-making processes. | | |
| Deputy Manager (Analytics) – Vodafone (VoIS), Bangalore / Pune (June 2016 to July 2018) | | | |
| Accomplishments | <ul style="list-style-type: none">● Orchestrated the growth and development of a high-performing team of Data Scientists specialized in Digital Service & Mobile App Analytics | | |

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| | <ul style="list-style-type: none"> Pioneered the implementation of Natural Language Processing (NLP) and Data Science methodologies for App Store & Mobile App Analytics, resulting in tangible enhancements to App Ratings and user experience. Elevated Digital Service Resolution rates through comprehensive analysis, identifying and addressing key drivers of Digital Abandonment, thereby improving overall customer satisfaction and retention metrics. |
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Assistant Manager (Analytics) – Girnarsoft (CarDekho.com), Jaipur (Dec 2015 to June 2016)

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| Accomplishments | <ul style="list-style-type: none"> Directed a team of analysts at Girnarsoft, spearheading initiatives in Data Science, Machine Learning, and Automation to enhance the digital business landscape. Achieved significant efficiency gains by automating manual and time-consuming reporting tasks, resulting in the saving of 2 Full-Time Equivalents (FTEs) within a month of intensive script development efforts. Developed comprehensive Social Media Analytics and Campaign Frameworks tailored for the successful entry into new markets within the Southeast Asia (SEA) region, contributing to strategic market expansion and brand visibility. |
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Consultant - BUZ Marketing & Consulting, Dubai (Jan 2015 to June 2015)

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| Accomplishments | <ul style="list-style-type: none"> Achieved approximately 50% cost savings in the Dubai Celebration Chain Campaign through the implementation of a fully analytics-driven campaign strategy. Established Key Performance Indicators (KPIs) and developed target models for accounts, aligning closely with business objectives articulated by Brand Managers. Empowered Account Managers to surpass their engagement rate targets by implementing a data-driven content strategy tailored to audience preferences and behaviors. |
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Consultant - Streamport Media FZCO, Dubai (Jan 2012 to Dec 2013)

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| Accomplishments | <ul style="list-style-type: none"> Doubled the Acquisition to Success Lead Conversion Rate by implementing a sophisticated Lead Scoring Model. Utilized Pricing Analytics to define optimal product prices and campaign discounts, resulting in enhanced competitiveness and profitability. Identified high-potential accounts and formulated strategic upsell and cross-selling options, contributing to additional revenue generation and sustainable business growth. |
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Member Technical - Broadridge Financial Solutions, Hyderabad (May 2011 to December 2011)

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| Responsibilities | <ul style="list-style-type: none"> Developed & Maintained Mainframe applications with COBOL, JCL and DB |
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ACADEMIC EXPERIENCE:

- Adjunct Faculty** (Department of Economics) - Christ University, Bangalore (2019 - 2024)
- Adjunct Faculty** (Business Analytics) - SIBM, Bengaluru (2021)

PUBLICATIONS

- [Best AI & ML Tools When You Work With Projects for Telecom Industry \(+Use Cases\)](#) - Neptune.ai (2022)
- [A Data-driven Digital Analytics Framework for Mobile App Analytics](#) – International Journal of Computer Applications (2017)
- [A New Approach of Hybrid Architecture Imitating for Human Intelligence](#) - IJETA (2014)

MEDIA CITATIONS

- [A Data Mining Approach To Consumer Reviews](#) - Fatih Pinarbasi et al. - 2018
- [The R package rbtc: Implementation of the core Bitcoin's API](#) - Bernhard Pfaf - 2018