

# SANEESH CHALI KACHIMPURATH

## DATA SCIENCE | MACHINE LEARNING

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*I am passionate about solving business problems using Data Science & Machine Learning. I systematically & creatively use my skillset to add tangible value to the team, the business, and the end-user. I am constantly learning, and always looking to improve.*

## SKILLS

- Programming - Python (Base, Pandas, NumPy, Matplotlib, Scikit-Learn), SQL, R
- Machine Learning - Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, K-Means Clustering, PCA, Association Rule Learning, Causal Impact Analysis
- Databases - Oracle, SQL Server, PostgreSQL, Couchbase
- Other – Statistics, GitHub, Data Visualization, MS Office, Tableau, Jupyter Notebook

## PROJECTS

### ENHANCING TARGETING ACCURACY

- Created Machine Learning model using classification techniques like Logistic Regression, Decision Tree, Random Forest, and K-Nearest Neighbors to analyze marketing campaign data and identify customers with a high propensity to sign up for the delivery club. This enabled for mailers to be sent to targeted selection of customers, lowering marketing costs, and improving ROI.

### "YOU ARE WHAT YOU EAT" CUSTOMER SEGMENTATION

- Used k-means clustering on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to target customers more accurately with relevant content & promotions.

### QUANTIFYING SALES UPLIFT WITH CAUSAL IMPACT ANALYSIS

- Performed Causal Impact Analysis to understand and quantify the uplift in sales for customers that joined the grocery delivery club, over and above what they would have spent had the delivery club not come into existence.

## CERTIFICATION

### IBM DATA SCIENCE PROFESSIONAL CERTIFICATE

- Actionable Learnings: Extracting & manipulating data using SQL. Utilizing GitHub for version control, and collaboration. Using Python for data analysis, manipulation & visualization. Applying data preparation steps for ML including missing values, categorical variable encoding, feature scaling, feature selection & model validation. Applying Machine Learning algorithms for regression, classification, and clustering. Turning business problems into Data Science solutions.

## EXPERIENCE

2018 – PRESENT

### ASSISTANT CONSULTANT, TATA CONSULTANCY SERVICES

- Analyzed data duplication in Oracle database by aggregating records using SQL Analytic Functions reducing need for complex queries resulting in 50% faster time-to-solution.
- Partnered with business team to analyze complex data correction in SQL Server database, devised a simplified approach involving SQL joins thereby avoiding large queries and resulting in 40% reduction in turnaround time.
- Developed advanced UNIX script for data migration in DB2 LUW with automatic parallelism for large tables resulting in over 75% reduction in migration time.
- Implemented automation purge script in Oracle database to purge historical data with additional validations to ensure correct data purge and reduce maintenance time by 5+ hours per month.

2014 – 2018

### I.T. ANALYST, TATA CONSULTANCY SERVICES

- Enhanced performance of data modifications in Oracle database by implementing PL/SQL bulk processing of records resulting in 80% faster execution time.
- Learned new database technology PostgreSQL in few days to complete build of database schema resulting in 30% faster time-to-market, praised by client for efforts.
- Tuned performance of SQL queries and improving response times by 30% in production databases.
- Created data reports using SQL analytic functions in DB2 LUW and Oracle databases, involving complex query joins and aggregation.

2012 – 2014

### SYSTEMS ENGINEER, TATA CONSULTANCY SERVICES

- Designed and created database objects (Tables, Views, Stored Procedures) and performed optimization using partitioning and indexing.
- Prepared advanced SQL queries including joins and aggregation to implement the business functionality using stored procedures and functions.

## EDUCATION

2009

### BACHELOR OF ENGINEERING IN ELECTRONICS & COMMUNICATION,

CMR INSTITUTE OF TECHNOLOGY

First Class with Distinction, 74%

## INTERESTS

- Yoga
- Video Gaming
- Traveling
- Learning Languages