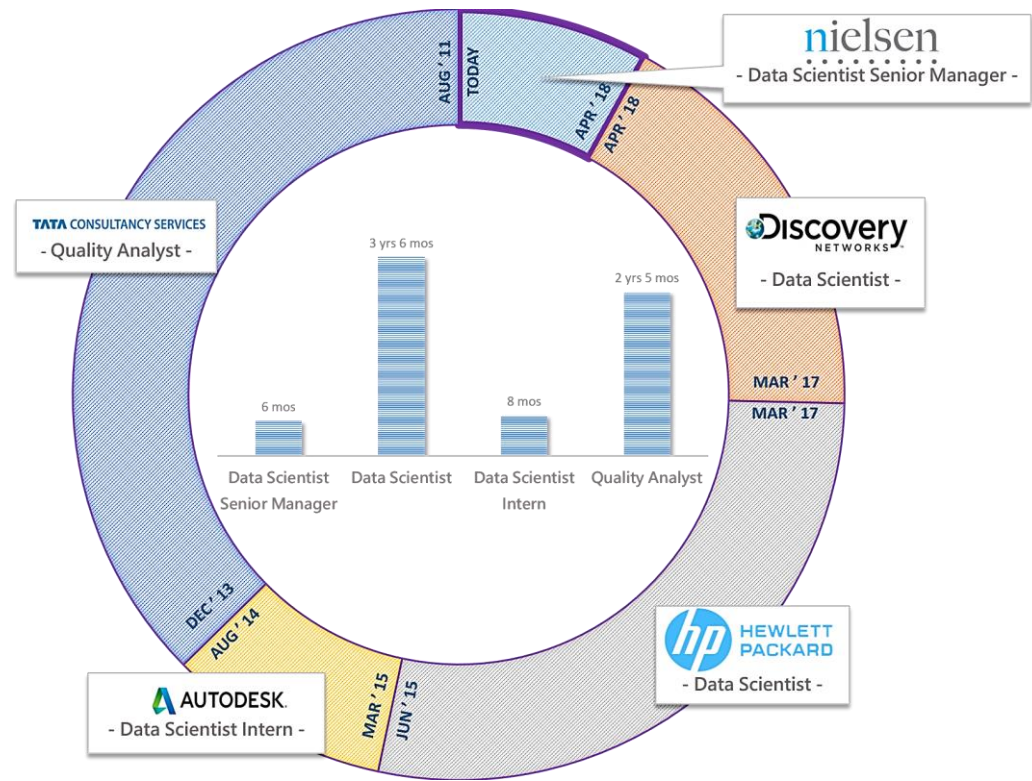


SUMMARY

- Data analytics enthusiast, R programmer, passionate about machine learning
- 4+ years of data science experience in Media, Retail & Manufacturing domains
- Experience in data analysis & visualization from various big data sources
- ISTQB certified software quality analyst in traditional & agile process models
- Self-learner, flexible and dedicatory

EXPERIENCE



EDUCATION

MASTER OF TECHNOLOGY

Knowledge Engineering  
National University of Singapore  
Graduated on May 2015



NUS  
National University  
of Singapore



INSTITUTE OF SYSTEMS SCIENCE



SASTRA  
ENGINEERING MANAGEMENT LAW SCIENCES HUMANITIES EDUCATION  
DEEMED TO BE UNIVERSITY  
(U/S 3 OF THE UGC ACT, 1956)  
THINK MERIT THINK TRANSPARENCY THINK SASTRA

BACHELOR OF TECHNOLOGY

Electronics & Instrumentation  
Sastra University, India  
Graduated on May 2011

EXPERIENCE HIGHLIGHTS

- Implemented **NLP in conversational Twitter data** for sourcing content to TLC
- **Social media data analysis** for marketing with Discovery's short form videos
- End to end interactive **real-time dashboards** designed for top managements
- Identified vulnerability for Autodesk products using **association rule mining**

\* AREAS OF STRENGTH \*

MACHINE LEARNING

TEXT MINING

DATA VISUALIZATION

SOCIAL MEDIA ANALYSIS

PREDICTIVE MODELING

\* RESEARCH INTERESTS \*

TIME SERIES FORECASTING

NETWORK ANALYSIS

\*DATA ANALYSIS TOOLS\*

SPSS STATISTICS & MODELLER

KNIME

AZURE MACHINE LEARNING

GOOGLE ANALYTICS

\* LANGUAGES \*

R

SQL

CLIPS

\*VISUALIZATION TOOLS\*

TABLEAU

QLIKVIEW

POWER BI

\* MANAGEMENT TOOLS\*

JIRA

ALM

## WORK EXPERIENCE

### • Data Scientist Senior Manager, Consumer Insights, The Nielsen Company, Singapore

Apr '18 – Today

#### Responsibility

- Drive innovation in data integration to achieve business solutions in the big data + small data environment
- Source or partner with different big data providers to obtain different data sources
- Scraping and analysing big data sets such as Social media data, POS data, CRM and Retail measurement data
- Analytical automation to integrate and review both big data and small data sets like surveys & focus groups

### • Data Scientist, Digital Innovation, Discovery Networks Asia Pacific, Singapore

Mar '17 – Apr '18

#### Responsibility

- TV Viewership data analysis for finding behaviour patterns and interests of Discovery audience
- Social media data analysis for data driven marketing of Discovery channel short form videos
- Text mining in conversational Twitter data for sourcing right content to right target segment for TLC India

### • Data Scientist, Inkjet and Printing Solutions Big Data program, HP Inc. Singapore

Jun '15 – Mar '17

#### Responsibility

- Statistical data analysis to drive smart manufacturing in predictive quality and supply chain optimization
- Design and implement predictive systems with printer manufacturing data to help decision making
- Develop operational reports in QlikView for HP IPS business, targeting top management and product owners

### • Data Scientist Intern, Product Analytics team, Autodesk, Singapore

Aug '14 – Mar'15

#### Responsibility

- Analysis on Autodesk desktop products data to dredge up insights on quality and performance
- Design Interactive dashboards on Autodesk desktop analytics data for management and product team

#### Thesis

- Identification of user hardware configurations prone to increased application crash count using Apriori algorithm

### • Software Quality Analyst, TCS-Nielsen Relationship, Chennai, India

Aug '11 – Dec'13

Quality Analyst and Module Leader for the data analysis and market research application 'Nielsen Answers Desktop'

#### Responsibility

- Requirement analysis, Planning, development and execution of software test scenarios, UAT coordination
- SharePoint site management and Employee billing coordination
- Optimisation of test cycle time and cost

## LANGUAGES

- **English** - Fluent (speaking, reading, writing)
- **Tamil** - Fluent (speaking, reading, writing)
- **Telugu** - Native Language