

Summary

- Data analytics enthusiast, R programmer, passionate about machine learning and data mining
- 3+ years of industrial experience as data scientist in Media, product analytics and manufacturing lines
- Experience in data analysis & visualization from various sources including AWS, Oracle, Vertica, QlikView Scripting
- ISTQB certified software quality analyst with 2 years & 5 months of experience in traditional and agile process models
- Self-learner, flexible and dedicatory

Work Experience

- **Data Scientist, Digital Innovation, Discovery Networks Asia Pacific, Singapore** Mar '17 – Today
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 Science Analyst, 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 Science Analyst 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 teamThesis
 - 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 coordinationAchievements
 - Reduction in test cycle time and cost by implementation of Orthogonal Array Testing in 'Nielsen Answers Desktop 7.6'

Areas of Strength

Machine Learning, Text Mining, Data visualization, Social media Analysis, Software Testing

Education

- **Master of Technology in Knowledge Engineering** – May 2015 National University of Singapore
- **Bachelor of Technology in Electronics and Instrumentation Engineering** – May 2011 SASTRA University, India

Technical Skills

Data Analysis Tools: IBM SPSS Statistics & Modeler, Azure Machine learning, Google Analytics, RapidMiner, Knime, MS Excel

Languages: R, SQL, CLIPS

Data Infrastructure: Oracle, MySQL, Azure, Vertica, MongoDB

Data visualization Tools: PowerBI, QlikView, Tableau

Project Management Tools: HP Quality Centre, JIRA

Domain Knowledge: Media, Industrial Production, Assurance Services, Printing solutions, Retail