



Dhananjay Kumar

201-887-5578 dkumar217@gmail.com

Profile

Experienced Data Scientist/Deep Learning professional with 13 years of total Analytics and IT experience. Have worked in BFSI, Technology, Pharmaceuticals and Retail verticals.

Skills

Programming Languages: Python, R, C, ABAP and Java

Data Science & Machine Learning/Deep Learning skills:

- SQL (SQLServer, Google Cloud SQL, PostgreSQL, Oracle), NoSQL, Google BigQuery
- Data warehousing applications: 1010Data, Snowflake
- Data Visualization using Tableau, AWS Quick Sight, Micro strategy, Plotly and ggplot
- Statistical and Regression analysis
- Machine Learning using Algorithms like Liner & Logistic Regression, SVM, Decision Trees, Nearest Neighbors and Neural Network
- Deep Learning frameworks: Tensorflow, Keras
- Machine Learning using Google Machine Learning APIs, IBM Watson
- Data Mining and Data warehousing with Snowflake, 1010Data
- Data Cleansing, Preparation and Data Pipelining using Talend Data Integration Tool
- Containerization using Docker
- Container Orchestration using Docker Swarm and Kubernetes
- Image Recognition and OpenCV
- Natural Language Processing (NLP) using NLTK

Cloud:

- Google Cloud Platform (GCP)
- IBM Watson
- AWS EMC/EC2

Presentations and Weblogs

1. [Data Science Blog](#)
2. [Containerization Technology: Docker](#)
3. [Data Cleansing using Talend Data Preparation](#)
4. [Recommender System in Python Flask App](#)

5. [R Portfolio](#)
6. [Github](#)
7. [My personal Tensorflow-GPU Docker on DockerHub](#)

Experience

ADVANCE ANALYTICS ANALYST, VITAMIN SHOPPE (SECAUCUS, NJ)
PRESENT

DEC 2017 -

Primarily responsible for developing and deploying predictive and machine learning business models for Vitamin Shoppe. Some of my work includes:

1. Developed Direct Mail Machine Learning Model. In this model we identify target customer base, which needs to be sent Coupons and other Marketing materials. Various Machine Learning algorithms such as Random Forest, Logistic Regression and Neural Network were leverage to create this model. – Currently in production
2. Developed Time Series Forecasting (ARIMA, Prophet) at individual store level.
3. Developed Retail Store Labor Optimization Model based on Linear Programming using Pyomo.
4. Created RFM Model – A Recency, Frequency, Monetary scoring is use to prioritize customers. I created this scoring using t-SQL using the historical transactions of the customers. – Currently in production
5. Developed CLV model: This is a predictive model based on Lifetime library in python calculating the predictive value of the customer on weekly and monthly basis.
6. Email response Model which predicts the probability of evoking a positive response from the target base
7. Established the necessary Data Science software infrastructure and CI/CD process using Jupyter Notebooks, Python/Bash scripts, Linux, Docker and DB integration.
8. Python and Bash scripting to schedule and automate data science tasks
9. On Going effort around B&M store optimization, digital asset analyses such as clickstream analysis

SENIOR CONSULTANT, KNACK SYSTEMS (MUMBAI, IN & WOODBRIDGE, NJ)
NOV 2017

NOV 2008 -

Worked for different clients of Knack Systems where I was primarily involved with:

1. Worked primarily as Architect and Senior Consultant for various Fortune 500 clients such as HP, Electrolux, Sharp, Forest Labs, SONY, American Standard

2. Lead technical teams both onsite and offshore.
3. Experience with migrating on-premises applications to various cloud vendors like GCP, AWS, SAP HCP
4. RFM Analysis in R using data collected from CRM system and integrating R report with SAP CRM.
5. Created Machine Learning model to predict Sales from Opportunity data.
6. Sentiment Analysis using SentimentR package in R.
7. Development and migration of WFD (Work Force Deployment) Application using Machine Learning APIs (Cloud Vision & Cloud Natural) API's on GCP.
8. Custom development of NLP enabled Text Retrieval and Fuzzy Logic Search Engine application TREX.
9. Configuration of Marketing, email campaigns, Customer Target Groups and Customer Segmentation

TECHNICAL ASSOCIATE, KNOWLEDGE OBJECTS (GURGAON, IN)
2008

MAR 2005 - OCT

Worked as a developer for Knowledge Objects where my responsibilities included:

1. Designed Reporting applications
2. Defined authorizations so that different users can have different interface
3. Designed User Administration and personal preference functionality.
4. Managed sub controllers to handle the interface
5. Designed search help for the application
6. Usage of JavaScript for sound client side validations
7. Extensively worked with SAP CRM Reporting

Education

MS - Data Science - CUNY, NY – 2019

BE - Electronics & Communication - MDU – 2005

Certification

Google Cloud Platform (GCP) Big Data and Machine Learning Fundamentals
Data Analysis with Google Big Query

Training

Deep Learning from NYC Data Science Academy

