

Sushmita Umredkar

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Notice Period: **90 days**

WORK EXPERIENCE

PwC India, Noida

Manager – Advanced Analytics

Apr'23 – Present

- Led and managed multiple data science initiatives at a prominent Indian beauty and e-commerce company. Leveraged advanced **text analytics techniques** to extract valuable insights from unstructured product review data, enabling the identification of distinct customer segments for the creation of highly personalized marketing campaigns.
- Implemented **sentiment analysis** strategies, leveraging AI and NLP models like **VADER and BERT**, to gauge sentiment in text data. This not only streamlined the client's product portfolio but also facilitated the optimization of product offerings, resulting in a significant **3% reduction in costs**
- Developed and presented proposals to clients with **generative AI** use cases, showcasing expertise in AI's creative and generative capabilities
- Developed, automated, and streamlined real-time product ratings and supply chain dashboards on **Tableau** and **reducing execution time by 30%**
- Successfully transitioned proof of concepts (PoC's) into full projects, driving actionable business solutions
- Mentored and coach team members, fostering a culture of continuous learning and professional growth

Senior Consultant – Advanced Analytics

Oct'20 – Mar'23

- Directed data-related projects for the world's largest hotel franchisor, overseeing the implementation of information retrieval and delivery systems. Leveraged **AWS Glue, Lambda, S3, and DynamoDB** to optimize data processes and enhance service efficiency
- Managed delivery as a Technical Lead for an end-to-end cloud solution, establishing a Go-To-Market tool empowering GTM teams with design, advanced analytics, and tracking capabilities, utilizing **k-Means clustering** for customer segmentation, resulting in a **revenue increase of \$1.7 million**
- Developed a real-time **deep learning classification model** using the YOLOv5 framework, achieving a **92% accuracy** rate in detecting smoking in videos, **saving approximately 16 man-hours per week**
- Built dynamic and user-friendly **Tableau dashboards** for an international retailer which were used by the business to understand their market position, market share, and other KPI's vis-à-vis their competitors
- Conducted multiple **training** sessions on **Alteryx and Tableau** within the organization, equipping team members with essential skills in data processing and visualization

Hexaware Technologies, Mumbai

Nov '19 – Sep'20

Data Scientist – Business Intelligence & Analytics

- Built a video analytics framework using **Deep Learning** algorithm (**SSD & MobileNet**) from scratch to detect the baggage with its dimensions to optimize cabin space utilization in the aircrafts. Achieved **65% accuracy** which helped the management to **reduce** the cost by **0.3%**
- Created an **LSTM** model to perform **RNN Text Classification & Sentiment Analysis** on customer reviews written on e-commerce website and contribute to faster decision making
- Built a classification model for identifying medical procedure that has the highest probability of being accepted by medical insurance claims and thus **improve revenue** by **\$2m**
- Built a credit card fraud detection model using **XGBoost Classifier** and achieved **93% recall**
- Built a COVID Workforce Management **dashboard** using **Tableau & MS SQL Server** which helped to understand the Location and Health wise risk on the Business Units

Reliance Industries Limited, Mumbai

Jun '16 – Dec '18

Data Analyst – Marketing & Retail Analytics

- Performed Attrition Analysis using **Random Forest** which **reduced** the attrition rate by **2%**
- Built customer segmentation model on AJIO customers using clustering analysis, thereby **improving** the overall recommendations and sales by about **10 %**
- Built a Campaign Manager report based on First Touch Attribution model which optimized the marketing cost by **3.3%**
- Optimized the runtime cost for various Tableau dashboards
- Developed **Gradient Boosting model** to optimize the discounts given, resulted into saving of Re. 1 at unit economics which translates into **Rs. 40 lacs** per month

EDUCATION

Praxis Business School, Bengaluru

Jan '19 – Nov '19

Post Graduate Program in Data Science

Related Courses: Machine Learning, Deep Learning, Statistics, Market Research

Mumbai University, Mumbai

Aug '12 – May '16

B. Tech in Computer Science

Related Courses: Big Data, Object Oriented Programming, Database Management, Operating Systems

SKILLS

LLM | Generative AI | Python | R | Tableau | SQL | NoSQL | DynamoDB | Athena | AWS Lambda | AWS Glue | AWS S3 | Machine Learning | Deep Learning | Computer Vision | OpenCV | TensorFlow | Keras | PyTorch | NLP | NLTK | GIT |

CERTIFICATIONS

- Alteryx Foundation Certified *Oct '22*
- AWS Cloud Practitioner *Jun '21*
- **DP-100:** Microsoft Certified Azure Data Scientist Associate *Mar '20*
- Tableau Desktop Qualified Associate *Apr '18*

ACHIEVEMENTS

- Received Advisory Excellence Award in recognition of consistently showcasing exceptional talent and performance for the year 2023 in PwC
- Received multiple STAR & Spot performance awards in the years 2021-2022 in PwC
- Won best technical team award for year 2016-2017 in Reliance Retail
- Certificate of Excellence for Outstanding Performance for team in the year 2017-2018 in Reliance Retail