DEVANSHI BORDIA

Machine Learning Engineer, Data Science

Leveraging my extensive knowledge in data science and artificial intelligence within an innovative organization, prioritizing advanced technologies & collaboration to promote shared growth & success

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PROFILE SUMMARY

- Data scientist with to 3 years of experience in AI and machine learning, specializing in financial services. Focused on delivering data-driven solutions to improve operational efficiency and customer engagement.
- Data Science Engineer at Mahindra Finance, progressing from Deputy Manager to a senior engineering role. Dedicated to driving innovative data initiatives, providing technical leadership, and executing strategic projects to foster a culture of innovation
- Demonstrated effective communication and collaboration skills while working within cross-functional teams, leveraging cloud platforms (GCP, AWS, Azure) and data visualization tools (Tableau, Power BI) to improve project outcomes and foster positive team dynamics. Utilized data integration & ETL tools like Apache Beam and SQL databases (MySQL, PostgreSQL) to streamline workflows.
- Applied deep knowledge of data governance practices and predictive modeling using machine learning algorithms (KNN, BERT, PaLM, LSTM) and Python libraries (Scikit-learn, TensorFlow, Keras), ensuring compliance while leveraging cloud technologies (Google Cloud Run) and data analytics to drive strategic business insights.
- Developed a machine learning model using predictive analytics and Python (Pandas, NumPy), enhancing customer retention by successfully translating complex data into actionable strategies. Integrated automation & DevOps tools like Docker and Kubernetes to enhance scalability and efficiency in model deployment.
- Integrated cloud technologies and automation into analytics processes, streamlining workflows and improving overall decision-making efficiency.

TECHNICAL SKILLS

Cloud Computing: Google Cloud Platform (GCP), Microsoft Azure, Amazon Web Services (AWS)

Data Visualization & Analysis: Tableau, Power BI, Matplotlib, Plotly, Pandas, NumPy, Microsoft Excel

Machine Learning & AI: Machine Learning Algorithms (K-Nearest Neighbors (KNN), BERT, PaLM ,LSTM, XGBOOST), Python Libraries for Data Science (Scikit-learn, TensorFlow, Keras), Predictive Analytics, GEN AI, LLM, Huggingface

Programming Languages: Python, R, C, C++, PHP, HTML

Database Management: SQL Server, MySQL, PostgreSQL, Oracle DB

Automation & DevOps Tools: Docker, Kubernetes,Helm, GitHub, Bitbucket, Kafka, J

Data Integration & ETL: ELK Stack (Elasticsearch, Logstash, Kibana), ETL Tools, Apache Airflow

Web Development & Frameworks: Django, Flask

Voice Technology: Alexa Development Kit

AREAS OF EXPOSURE

- Strategic Data Management
- Predictive Modeling Techniques
- Customer Engagement Strategies
- Business Solutions Development
- Data Governance Frameworks
- Advanced Analytics Implementation
- Data Pipeline Architecture
- Machine Learning Model Optimization
- Cloud-Based Data Solutions
- Data-Driven Decision Making

EDUCATION

M.Tech. (CSE, specialized in Data Science & AI), Data Science & AI

Symbiosis Institute of Technology, Pune

2022

B.E. (Computer Science Engineering)

Rajiv Gandhi Technical University, Bhopal

2020

CERTIFICATIONS

- Introduction to Data Science in Python 2023
- Tableau Certification 2022
- Machine Learning Certification 2022
- Business Analytics with Excel 2022

WORK EXPERIENCE

Machine Learning Engineer, Mahindra Finance, Pune

July "2022 to Present

Role:

- Developing machine learning models using supervised (e.g., K-Nearest Neighbors (KNN), BERT) and unsupervised techniques, utilizing Python libraries like Scikit-learn, TensorFlow to extract actionable insights from complex datasets
- Creating interactive dashboards utilizing advanced data visualization tools (Tableau, Power BI, Matplotlib, Plotly) and integrated them with real-time data from SQL databases (MySQL, PostgreSQL) to facilitate data-driven decision-making across departments.
- Implementing cloud integration solutions using AWS, Google Cloud Platform (GCP), and Azure, optimizing resource allocation, enhancing data processing efficiency, and automating workflows with Docker and Kubernetes.
- Adhered to data governance regulations using data governance frameworks and integrated data security practices to maintain data integrity while managing compliance requirements with ETL tools and SQL databases (Oracle DB, MySQL).
- Contributing to data science projects focused on predictive model development, applying algorithms such as Decision Tree, XGBoost for enhanced customer engagement, utilizing Python and Jupyter Notebooks for efficient coding and testing.
- Conducting data analysis and visualization using Pandas, NumPy, and Matplotlib to identify trends and patterns, delivering actionable insights for stakeholder decision-making and enhancing business intelligence with Tableau and Power BI.
- Engaging in the deployment of machine learning algorithms, ensuring model accuracy and reliability through rigorous testing and validation while deploying models using AWS SageMaker and Google Cloud AI.
- Engaging in ongoing learning and professional development, completing certifications like Python for Data Science and staying current with emerging technologies in AI, cloud computing, and machine learning frameworks with GEN AI and LLMs
- Engaging in project planning and technical resource allocation, leveraging tools like Jira and Trello to ensure timely completion of development milestones while managing tasks and code deployment with GitHub, Bitbucket, and CI/CD pipelines in Docker and Kubernetes.

Achievements:

- Achieved cost savings and increased project profitability through effective resource management and process improvements.
- Enhanced operational efficiency by implementing a new data processing framework, reducing retrieval times & streamlining workflows by 12%.
- Recognized for outstanding leadership and timely project delivery, receiving commendations from senior management.
- Directed the adoption of a new data governance framework, improving data quality and compliance.
- Contributed to a customer feedback analysis tool using sentiment analysis, resulting in actionable insights that improved customer satisfaction scores by 24%.
- Collaborated with IT and marketing teams to develop a data-driven marketing strategy that increased lead conversion rates by 33%.
- Delivered the "Lead Capturing for Website for Vehicle Loans" MVP ahead of schedule and under budget.
- Completed a Python for Data Science certification course, enhancing relevant technical skills.

Data Engineer, PortQi, Bangalore

Feb"2022 to June'22

Role:

- Analyzed customer engagement data to extract insights that informed the development of marketing strategies and enhanced user experiences across digital platforms.
- Collaborated with the digital marketing team to design and implement data-driven campaigns, leveraging analytics to boost customer interaction and retention.
- Developed reports and dashboards using data visualization tools to effectively present key performance indicators to stakeholders.
- Conducted exploratory data analysis to identify trends and patterns, delivering actionable recommendations for business enhancements.
- Contributed to the development of predictive models to forecast customer behavior and optimize marketing approaches.
- Performed data cleaning and preprocessing to ensure high data quality and integrity for robust analysis.
- Supported A/B testing initiatives to evaluate the effectiveness of marketing campaigns through rigorous statistical analysis.
- Documented data processes and methodologies to promote transparency and facilitate knowledge sharing within the team.

Achievements:

- Analyzed user behavior data to identify key trends, influencing product development and marketing strategies.
- Developed a customer engagement model that improved targeting and retention efforts.
- Recognized for delivering high-quality analysis and insights that supported successful marketing initiatives.
- Implemented a data visualization project that enhanced reporting efficiency and expedited access to critical business insights.

PROJECTS

Customer Engaging Generative AI Chatbot

- Owning end-to-end in-house project with internal policies & vouchers. Worked extensively to create POC & chatbot developments.
- Worked on cognitive search, Azure Database, Google Cloud, LLM models, BERT models, different ML models, and MySQL as a database for storing history.
- Developed Alexa Skills for lead generation, enhancing customer engagement. Implemented voice-activated features, driving user interaction. Improved brand visibility and increased client acquisition through innovative voice technology solutions.
- Owned end-to-end program related to Alexa skill to capture the lead and map the entire data workflow architecture for customer engagement.

Customer engaging website QUICKLOANS, with customer dashboards

- Developed and led the implementation of a Django-based lead capturing website focused on vehicle loans. The project aimed to streamline the loan application process by collecting essential user information, including basic details and pertinent credit information, fostering a user-friendly and secure online experience for potential borrower
- Spearheaded the development of a Django-based vehicle loan lead capturing system, leading to a 30% boost in user engagement and integrating credit scoring tools that enhanced application accuracy by 25%.

Marketing Qualified Lead Dashboards/ MQL Dashboard

- Designed and implemented real-time dashboards, transforming raw data through ETL processes with Oracle DB, Microsoft SQL Server, Apache Airflow, and Apache Beam, while visualizing insights using Tableau, Matplotlib, and Plotly.
- Developed a robust data pipeline with Pandas, Dash, and Flask, integrating machine learning models for advanced analytics, and deployed on Google Cloud Run for a dynamic, interactive user experience with Bootstrap integration.
- Utilized a diverse set of tools to deliver actionable insights for the lead dashboard, enhancing decision-making capabilities.

API Failure Alerting system with LLM model enabled

- Implemented ELK stack and Python integration to capture and analyze API error counters. Developed a threshold analysis model to effectively monitor error rates, ensuring timely identification and resolution of issues. Established a robust alerting system to promptly notify relevant personnel.
- Defined and executed a comprehensive connectivity framework between Python, ELK, and Apache Airflow, enhancing system efficiency and reliability.
- Designed and delivered a complete architecture for various Kibana dashboards, enabling advanced tracking and visualization of API performance metrics. These dashboards provided actionable insights, contributing to improved monitoring and proactive issue management.

Customer Segmentation, Scorecard with XGBoost

- Developed and implemented machine learning models (Random Forest, Decision Tree, XGBoost) for customer risk assessment, leveraging financial transaction data and credit bureau scores to predict key banking outcomes.
- Engineered impactful features such as 'Balance Volatility' and 'Debt-to-Income Ratio', significantly enhancing model predictive power for customer segmentation and risk stratification.
- Contributed to building a customer scorecard framework, enabling data-driven decision-making for personalized service offerings and proactive risk mitigation from a banking perspective.