**SACHIN KALRA**

Mobile: +91-9958108108

E-Mail: klr.sachin@gmail.com



**Expertise in implementation of Advanced analytics, AI & Natural Language Processing using Microsoft Azure, Python & PySpark. Certified Machine Learning & Applied NLP professional from IIT Madras. Master’s in Business Analytics from BITS-PILANI. Worked Across borders. Seeking Data Science & Advanced Analytics assignments in Cross Functional Domains. Relevant Experience: 7+ years.**

# Professional Summary

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* Developed AI/ML solutions & Analytical Products by leveraging the latest industry and academic advancements in AI & ML
* AI/ML subject matter expert at Global Product Team at Evalueserve
* Developed & Deployed ML Models on Azure for Global Investment Management Firm by leading Digital marketing services for APAC & EMEA Region
* Built Model Data Management models for Data Governance & Management for Global Merchant Bank based out of US
* Built CRM Go-To-Market strategy basis in-house CRM Capabilities for European region
* Project Management & Team Leading Experience along-side dynamic Individual contributor roles
* Automated data extraction and structuring from PDFs using Fuzzy logic, hybrid NLP models & Python libraries like Tabula, PyTesseract, PdfPlumber, GhostScript
* Worked both Internationally & cross-functionally across borders
* Trained a broader team of colleagues in Data Science

**Work History**

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**Evalueserve – Bucharest , Romania**

* **April 2022 – Present**  **(Senior Business Analyst)**

## Working as Team Lead in DA Centre in Bucharest, Romania

* **Building AI enabled CRM Go-To-Market (GTM) strategy for Europe based clients**
* **Deployment of in-house developed AI – tools for new & on-going engagements**

**Evalueserve – Gurgaon, India**

* **Jan 2019 – April 2022**  **- Senior Business Analyst**
* **Lead Data Scientist in Financial Services Data Analytics Vertical**

**Polestar Solutions & Services – Noida, India**

* **Nov 2017 – Dec 2018**
* **Senior Analysts in Advanced Analytics Department**

**Tata Consultancy - Multiple Locations ,India**

* **March 2015 – Nov 2017**  **(Analyst , Designation : Systems Engineer)**

# Key Experience

**@Evalueserve Romania**

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| **Account** | **Solution Type** | **Summary** | **Tools Used** |
| CRM Go-To-market Strategy | AI Based Analytical Products | * Product Co-owner & Built MVP for CRM automated data cleansing & enrichment tool * Taking Client Demos and Custom Implementation of QueSense ( MVP / Accelerator ) * InsightFirst Product Team – Improving NLP capabilities w.r.t news categorization and summarization | * Python , PySpark * Artificial Intelligence * Deep Learning * Keras , Tensorflow 2 * spaCy, LSTM |

**@Evalueserve India**

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| **Account** | **Solution Type** | **Summary** | **Tools Used** |
| Global Investment Management Firm ( US ) | Digital Marketing & Advanced Analytics | * Customer Segmentation using Multiclass classification & Clustering , Lead Scoring * Advanced Analytical Reports on digital Channels * Insights and Recommendations generation on Newsletters, Blogs ,Web Articles, and Social Media Channels * Reporting to Global Digital Marketing director and other stakeholders in EMEA, APAC region * Customer Churn Prediction & Sentiment Analysis on professional as well as social media posts | * Azure – Python * Sprinklr * Google Analytics * Youtube Analytics * LinkedIn APIs * Tableau * MS- Excel & PowerPoint |
| US Based Global Merchant Bank | Data Governance & Stewardship services | * Developed & Managed MDM solutions * Lead and Managed data governance strategy and best practices for governance for a global merchant bank for actionable data availability in their CRM w.r.t to Contacts, Accounts & Fund Raising * Identification and de-duplication of datasets, primary records suggestion, Professional Data enrichment | * Python, MS-Excel, DealCloud CRM * Hybrid NLP Models * Fuzzy Logic |
| Switzerland based Private Equity Client | De-biasing Analytics | * Developed an investment Factor Analysis model for Private Equity client to help identify important variables for successful investments * Provided statistical range as well for the factors * Framework: Investment Factor Analysis, Model: Hybrid Models : XgBoost, SVM, random Forest, Architecture: Python, R, Excel. | * Python * MS – Excel |
| Switzerland based Private Equity Client | Data Extraction & Restructuring | * Automated data extraction for Quarterly, Yearly Reports from PDFs into a structured database. * Automated Address extraction using Python & Google Geocoder – API – further ingested by a PowerBI dashboard | * Python |
| Global Payments & Technology Compnay | Customer Feedback Analytics | * Customer Satisfaction prediction basis score provided in Feedback for B2B tickets * Exploratory Data Analysis for B2B Tickets Data * B2B tickets forecasting | * Python * Keras * MS - PowerPoint |

**@Polestar**

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| **Account** | **Solution Type** | **Summary** | **Tools Used** |
| Government e-Marketplace | Data Cleansing & Social media analytics | * Cleansing of GeM’s newly developed dB & helping platform grow by analyzing Twitter Sentiments * Products orders Forecasting using Ensemble Models | * Python * R programming * Ensemble Models |
| GOI State Electricity Board | Energy Demand Forecasting | * Deputed On-site to Himachal Pradesh Electricity board for requirement gathering for movement of reporting services from SAP to SAS infra * Energy demand forecasting at district level | * Keras * Ensemble Models |

**@Tata Consultancy Services**

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| **Account** | **Solution Type** | **Summary** | **Tools Used** |
| ILP | Training | * Trained in Unix & SQL in TCS Guwahati for 3 months | * Unix * Shell scripting * SQL |
| TCS BaNCS | TCS banking Suite | * Weblogic & J-Boss Server Management * Part of Deployment Team | * Unix Servers |
| TCS Central Insights & Analytics Team | Analytics & Insights Team | * Trained in Machine Learning from TCS Kochi – 2 months * Worked on multiple accounts for automated data cleansing suing SAS EG , Base SAS and R programming * Credit risk modelling for Experian | * R programming * Python * SAS EM, EG |

# Technical Skills

* **Tools** : Microsoft Azure, Python , PySpark , R programming , SQL
* **Python libraries**: Tensorflow 2 , Keras , NLTK, SpaCy, Scikit-learn,
* **Text Analytics Algos** : Latent Dirichlet Allocation , VADER , TSVD , NMF
* **NLP others**: BOW,TF-IDF,N-gram, Text summarization, document classification, topic modelling
* **ML Algorithms** : Statistical Machine Learning , Model optimization, Ensemble models, Linear Models , PCA, LDA, KernelPCA , LSTM, BERT, RNN etc.

# Licenses & Certifications

* Certified in Machine Learning by IIT-M 2018
* Certified in Applied Natural Language Processing – IIT-M 2020
* Microsoft Azure Data Scientist (Pursuing)
* White Paper on Leveraging Deep Learning for ESG Research – Published on Linkedin By Evalueserve Official Account
* Personal Data Science Blogging on Youtube for Applied AI – Channel Name : ReDirect AI

# Education & Personal

* M.Sc in Business Analytics –WILP , BITS PILANI , PILANI from 2017 - 2019 (2.5 yrs)
* B.Tech in Electronics & Communications from MRIU, Faridabad from 2010 - 2014
* 12th : 83.6% ,Gurgaon - 2010 | 10th : 93.8% - School Topper, Gurgaon in 2008
* Date of Birth : 3rd Jan 1992
* Current Address : 1571, Sector 7- Extension, Gurgaon – 122001 , India