

Sowmya V

Contact No.: +91-9845007997 | **E-Mail:** sowmya512v@gmail.com | **LinkedIn:** <https://www.linkedin.com/in/sowmya-v-b3762a84/>

Data Science

Catalyst for Data Science Methodology, exceptional client service across a variety of products by addressing client priorities in a timely and efficient manner thereby attaining client delight
Expertise includes Statistical Operations, quantitative and qualitative insights, and providing leadership for the Data Science team

PROFILE SNAPSHOT

3+ years of experience as a Data Scientist, pursuing Ph.D. in Data Science and 5+ years as a professor. Efficiently developing & implementing large-scale algorithms that have significantly impacted business revenues and user experience. Skilled in implementing data mining and statistical machine learning solutions to various business problems; demonstrated ability to deliver valuable insights via data analytics and advanced data-driven methods.

Indelible reputation in analyzing & transforming natural language data and building Natural Language Processing applications by using features developed by the transformation of natural language data. Proficient in analyzing appropriate datasets for the application of Machine Learning methods and adopting powerful text representations for the transformation of natural language into effective features. Contributed towards enhancing the Natural Language Processing System and carry out evaluation experiments to train the developed model.

Skilled In

- Data Science Methodologies and presenting a perfect amalgamation of managerial skills and data science best practices to enhance the process.
- **Solutions-oriented approach** with excellent relationship skills, successfully and consistently delivering the responsibilities for **building scalable solutions**.
- Capable of working together with other units across the organization to identify and refine opportunities for data-driven features.
- In-depth understanding of offering efficient and workable solutions that support client business processes and functional requirements for Data Science projects
- **Significant competence in coordinating with cross-functional teams**, offering leadership in leading technologies, practicing capability development, and understanding client need & creating solutions for them.
- **Excellent communication and interpersonal skills**, capable of resolving multiple complex issues and motivating staff to achieve peak performance; believe in taking ownership for the work.

CORE COMPETENCIES

Functional Skills:

Data Science | Deep Learning | Statistics | Linear Algebra | Project Execution | Quality Management | Trend/Statistical Analysis | Data Mining | Data Modelling | Test Plans/Strategies | NLP Projects | Liaison & Coordination | Data Visualization | Machine learning | Python | TensorFlow

Soft Skills:

Teamwork | Leadership | Creative Thinking | Professionalism & Discretion | Organizational Communication | Collaboration | Strong Interpersonal Skills

CAREER HIGHLIGHTS

- Paper Publication: An Efficient Missing Data Imputation Model on Numerical Data. 2021 2nd Global Conference for Advancement in Technology (GCAT), IEEE. DOI: 10.1109/GCAT52182.2021.9587886
- Juror for International Level Online Code Hackathon PDA_Anticovid 19 sponsored by MHRD, Government of India
- Delivered a motivational talk during this Covid pandemic at Dept of Information & Public relations, Mysore, a Government organization.
- Conducted two-day workshop training on Regression Model at Dr. Ambedkar Institute of Technology, Bengaluru.

KEY DOMAIN EXPERTISE

Data Imputation model using Deep Learning technique

- Created an imputation model to produce quality data using LSTM, a widely used type of Recurrent Neural Network (RNN) for treating incomplete data and for checking the accuracy of completeness. Written text or other data type contains rich information. Natural Language Processing analyses these kinds of data. Text classification, semantic and syntactic analysis, word embedding, sequence labelling, parsing and modelling.

Prediction and retention of customers

- Prediction to retain high-level churn customers using Regression model on a customer database of Telecom users and attain high revenue.

Data Mining/Pre-processing:

- Data exploration: Univariate, Bivariate, and Multivariate Analysis, Multicollinearity, Outlier Treatment Model Building: Linear Regression with Train and Test data

NLP- Sentiment Analysis for improving marketing strategy

- Automatically extract consumer sentiments to perform an analysis for positive or negative expressions to aid product marketing.

Data Mining/ pre-processing:

- Removing special characters, stop words, stemming Data Exploration: Count Vectorization
- Model Building: Applied Naïve Bayes algorithm on Train and Test Model validation: Based on the Confusion matrix
- Business scope: Represent into a problem insight for business understanding

Recommendation of sales in Different products Zone wise using Hadoop

- Recommend the sales of a product based on the customer demographics and necessity. Commonly used two approaches for recommendation systems are collaborative filtering and content-based filtering. The collected data set is huge. The data set consists of unstructured data also. So, we need Hadoop to store and process this huge data set. The new system will find a relationship between items and user interests. It will be very helpful for the customers to select their preferences.

Data exploration: Hadoop and Spark

- Model Building: ML algorithm K means Clustering
- Model validation: Best on Elbow method picked the optimum number of clusters

PROFESSIONAL SNAPSHOT

Mar 2017- Feb 2020 with Pavanathmaja Soft Solutions LLP, Bangalore as Data Scientist

- Accountable for the design, develop and executing the required analytical algorithms, techniques, and statistical methods to develop analytics solutions to address and solve business problems
- Implementing data-driven solutions based on ML and Optimization Algorithm such as regression, classification, and clustering
- Driving the process of Data Preparation, Feature Selection, and Structuring data to extract meaning from data to help improve decision making
- Handling design experiments, testing hypotheses, and building actionable and scalable models
- Playing a major role in communicating results and recommendations to the insight for decision making
- Collaborating with the team to formulate the business problem and guiding junior members of the team in data science techniques

TEACHING EXPERIENCE

Oct 2020 till date | BMS College of Engineering, Bangalore | Assistant Professor

Feb 2014 till Feb 2017 | T. John Institute of Technologies, Bangalore | Assistant Professor

Aug 2003 till Sep 2004 | Vidya Vardaka College of Engineering, Mysore | Assistant Professor

PREVIOUS EXPERIENCE

Jan 2005 till Feb 2006 | OneAPPS Enterprise Technologies Pvt. Ltd., Bangalore as HR Generalist

Feb 2006 till May 2006 | Alcatel-Lucent India Ltd., Bangalore | HR – Generalist

Feb 2009 till Jan 2011 | Unnati Consulting Services Pvt. Ltd., Bangalore | HR – Generalist

CREDENTIALS

Academics

- Pursuing Ph.D. in Data Science
- M. Tech, Software Engineering, AMC Engineering College, Bangalore
- MBA, Human Resource Management, IBMR, Bangalore
- BE, Computer Science and Engineering, VVIET, Mysore