**Mukundan S**

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**PROFILE**

Data Scientist with computer science and engineering background working for Marketing Analytics Company and having experience in managing operating activities, introducing automations for processes and developing analytics ecosystem for operations team in an E-Commerce Company.

**EXPERIENCE AND EDUCATION**

**Data Scientist: BRANDIDEA Consultancy P. Ltd. January 2016-Present**

* Designed and built statistical and machine-learning models and feature extraction systems
* Used models and dashboards to solve business problems related to BrandIdea’s data pipeline, and communicated these solutions to executive stakeholders
* Design and build production-ready machine-learning models and feature extraction systems using BrandIdea’s proprietary data assets
* Currently involved in building a recommendation system for secondary sales for the clients
* Predicting Sales using time-series modeling for discovering distribution problems
* Developed metrics for segmenting villages in India for their progressiveness
* Predicting consumption of soaps, hair oils, shampoos on all levels

**SSN SACE: Post Graduate certificate in Business Analytics July 2015-January 2016**

* Studies focused in giving a detailed overview about data science and various business domains
* Churn Prediction Analysis for banking domain (Class Project)
* Analysis of tech forums using MapReduce and PIG (Class Project)
* Case Study on Indian Elections: Correlated Indian Elections results with the major incidence
* Energy in India (Visualization Competition)

**Data Associate: Groupon.com** **July 2013 – July 2015**

* Building analytics dashboards for operations team
* Aiding Business analysis team with automations using python programming
* Won Star Performer of the Month for Quality, Productivity and Automations

**Freelancing: Building Business Intelligence Tool** **January 2013 –July 2013**

* Using company’s sales data build a database schema using MS SQL
* With the help of WinForms built a user interface for displaying reports
* Using C#, SQL and MVC architecture built a customized sales intelligence reporting platform

**Meenkashi Sundararajan Engineering College: Bachelor of engineering in computer science 2008-2012**

* Studies focused in giving a detailed overview about computer science and engineering
* Video streaming and distribution in VANETS (Final Project)
* As “Director” for Lions club of Chennai Charka have conducted social awareness events
* Coordinated with international delegates in organizing the “International Conference 2011”
* Worked on networking the systems and organized the gaming event for “KRANTHI-2011”

**TECHNICAL SKILL SET**

* **Machine Learning:** classification, regression, clustering, feature engineering.
* **Statistical Methods:** time series, regression models, hypothesis and confidence interval.
* **Software and Programming Languages:** Python (scikit-learn, numpy, scipy, pandas), R, SQL, C#, JavaScript(GAS).