Vamshidhar Gullapalli

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Masters in Data Science from Liverpool John Moore's University with 4+ years of academic & Professional Experience in Data Management, Data Science and Data Engineering.

Post Graduate Diploma in Data Science from IIIT Bangalore 2019 Batch

Currently working as Senior AVP at Wells Fargo

Experience

JULY 2023 - PRESENT

Senior AVP/ Commercial Banking, Client Insights and Product Management, Wells Fargo, Bengaluru

ROLES & RESPONSIBILITIES:

- Design and develop dashboards to deliver portfolio performance insights and monitor key credit operations activities, including Past Due Covenants, BQR, and Future RPAs
- Deliver high-priority monthly and weekly business reports to support critical decision-making processes
- Automate manual reporting processes using macros and Python, improving efficiency and reducing errors

MAJOR PROJECTS:

- **IRE Dashboard:** Developed end-to-end Tableau dashboards for the Investor Real Estate (IRE) portfolio, showcasing overall portfolio performance, new money and payoffs, and key risk indicators such as ROE and exceptions.
- **Customer Prioritisation for Credit Operations:** Worked on customer prioritisation PoC to reduce past-due jobs in credit operations by analysing historical patterns and customer complexity
- **Report Automation:** Achieved efficiency savings equivalent to 0.3 FTE by automating manual reporting processes using Macro VBA and Python

AWARDS:

- **Manager Spotlight Award for Q2 2024**

NOVEMBER 2021 - July 2023

Associate Data Scientist/ Business Enablement Platform, Maersk GSC, Bengaluru

ROLES & RESPONSIBILITIES:

- Provide Data Analysis support to Order Handling platforms for generating Actionable Insights
- Provide Automation and Analytical solutions to minimise manual effort of operations team
- Support deployment of the solution into production

MAJOR PROJECTS:

- **Methods and Systems for Generating Textual Outputs from Images:** Extract the text using OCR engines from the low-quality images by enhancing the quality using Image Processing and Deep Learning techniques. Applying entity tags using NER models and correcting the text with domain and language dictionary. A Patent for this method is filed in Denmark (App No– PA 2022 70319).
- **Smart Inland Delivery:** Built a Data driven Recommender Engine to proactively suggest Final Discharge Location and Mode of Transports available based on Customer's historical pattern. The project has created an impact of **$4M** within a span of 3 months.
- **Automated Cargo Release:** Developed an algorithm to release the cargo to the Customer by extracting vital entities using from the documents using OCR and text mining.

AWARDS:

- **Star of the Month Award (February 2022)**
- **Star Award for Q1 2023**

NOVEMBER 2019 - NOVEMBER 2021

Assistant Manager /Global Risk Analytics, GAC, HSBC EDPI, Bengaluru

ROLES & RESPONSIBILITIES:

- Evaluate the Financial Crime Risk scenarios on synthetic data created based on the scenario requirements and on production data and compare it with Data Management System
- Validate the scenarios before go live
- Generate synthetic data to validate scenarios

MAJOR PROJECTS:

- Built a package in python to reduce number of False Hits in Sanctions Payment Screening using fuzzy logic string similarity scores and K-Means clustering
- Lead 2 analysts in validating the AML scenarios for Credit Cards Transaction Monitoring for different countries
- Generated synthetic data for multiple AML scenarios to validate whether the controls are working

AWARDS:

- **Team Star Award for Best Performance in H1 2021**

JUNE 2012 - NOVEMBER 2019

Senior Engineer/Brakes India Pvt. Ltd., Chennai

ROLES & RESPONSIBILITIES:

- Perform the In-house and On-road performance analysis of the braking system
- Lead project – Data Analysis of Rear wheel calipers (team of 4)

Skills

Python • SQL • Teradata • Machine Learning • Natural Processing Language • Data Analytics • Tableau

Education

MARCH 2020 - APRIL 2021

Masters in Data Science/Liverpool John Moore's University

Thesis: Mixed Genre Prediction Using Trailer Transcript for Movie Recommender System

A comparative study to assess effectiveness of trailer transcripts and plots in predicting mixed genres and recommending movie. The thesis broadly involved the following steps:

- **Data Collation:** Scrape trailer transcripts from YouTube. Utilise MovieLens dataset for genre information & scrape plots from IMDB
- **Data Engineering:** Text preprocessing & Feature Engineering using NLP techniques (Lemmatisation, TF-IDF)
- **Prediction of Mixed Genres:** Trained classification models – Naïve Bayes, Random Forest SVM and LSTM – to predict mixed genres probabilities
- **Cluster Similar Movies:** Clustered movies based on the genre mix probabilities and evaluated an empirical cluster score
- **Recommendation System:** Content-based Recommendation system formulated using the cluster scores & a comparison was made with standard systems like collaborative filtering

MARCH 2019 - MARCH 2020

Post Graduate Diploma in Data Science / Indian Institute of Information Technology, Bangalore

JUNE 2008 -MAY 2012

Bachelors of Technology in Mechatronics / SASTRA University, Thanjavur