

SUMMARY

With ~12 years of experience in data science across diverse sectors, I excel in applying ML/AI for impactful projects and product innovation, adept at transforming complex data into actionable insights and fostering team collaboration.

SKILLS

**Technologies:** Machine Learning, Deep Learning, Python, Tensorflow, Keras, PySpark, Bash, Gen AI, AWS  
**Other skills:** Product Development and Innovation, Data Analysis and Interpretation, Data Visualization and Communication, Cross-functional Collaboration

EDUCATION

B.Tech. in Electronics

Jul '08 - May '12

PEC University of Technology

Chandigarh, India

PROFESSIONAL EXPERIENCE

General Manager - Data Science

Apr '23 - Present

Paytm

Gurugram, India

Led ML and Gen AI initiatives across **Central AI and Ads ML teams**, designing scalable ML pipelines and mentoring a team of ~5 data scientists. Spearheaded end-to-end solutioning, development, deployment, and continuous optimization of **ML pipelines and Gen AI solutions**.

- Optimized the ML pipeline in the Ads ML team, enhancing accuracy and efficiency. Upgraded the data pipeline by adding features and **transitioned the algorithm from tree-based models to neural networks**, driving an average **~20% increase in ad conversion rates** across app properties
- Successfully delivered projects **predicting customer click behavior and churn** (used XGBoost and ANN), enhancing business decision-making. Established A/B testing pipeline and sustained model improvement, achieving a consistent **lift of ~15%**
- Built **AI solutions**, such as a natural language based BI tool enabling rapid decision-making for non-technical users, and voice-based solutions enhancing customer support efficiency. These solutions **resulted in a 90% reduction in man-hours and a 60% decrease in employee costs**
- Implemented cost-saving measures and optimized various processes using data engineering across multiple projects, resulting in a **90% reduction** in compute resources
- Engaged in the decision-making and implementation of app modifications to **enhance traffic and engagement** across multiple businesses. Utilized data science and analytics (with A/B testing) to drive data-informed decisions

AVP - Data Science

Sep '21 - Apr '23

EXL Services

Gurugram, India

Developed and deployed **machine learning solutions addressing attrition, retention, and cross-selling challenges**, while managing end-to-end stakeholder engagement, including strategic leadership, delivery oversight, team development, and business relations. Led a multidisciplinary team of data scientists, analysts, data engineers, and project managers.

- Implemented a propensity model (using XGBoost) for call routing, **identifying at-risk customers and directing them to specialized retention teams**. This approach reduced call transfers and handle time while enhancing overall call ratings. Achieved **lift of ~10%**
- Migrated ML model scoring and training workflows to a custom AWS-based platform. Implemented ML pipeline for model retraining, evaluation, and scoring. This **reduced infrastructure costs to 1/8th** by eliminating licensing fees
- Oversaw **team and revenue growth**, business and relationship development, and client/stakeholder management. During my tenure, **team size grew by approximately 20% and revenue increased by about 24%**

Senior Data Scientist

Dec '18 - Aug '21

Epsilon

Bengaluru, India

Directed the full machine learning lifecycle, from stakeholder engagement to solution deployment and productionization. Oversaw and supported a team of developers and data scientists through mentoring and management.

- Designed and deployed multiple **ML models (XGBoost and ANN) to develop recommendation engines** for diverse clients, including hotel chains, retailers, and consumer finance institutions. Achieved notable campaign success, with **~300% revenue growth, 7% increase in open rates, and 21% improvement in click through rates**
- Utilized **advanced algorithms (ANN, NN embeddings, XGBoost) and champion-challenger approach** to build **ML pipelines**, automating model refresh, enhancement, deployment, and performance monitoring

- Spearheaded **internal initiatives, building code pipelines** and adding features for streamlined modeling and analysis, saving team's time and enhancing capabilities

**Data Science Lead**

**Transorg Analytics**

Oct '14 - Nov '18

Mumbai, India

Worked as a Data Scientist/Analytics Consultant and managed a team of data scientists to assist client in analytics-based business solutions.

- Established big data architecture for a payments bank, enabling organization-wide dashboards and advanced machine learning applications. **Automated the whole process with PySpark and bash scripts.** Implemented targeted campaigning with a 360-degree customer view, resulting in a **response rate increase of ~150%**
- Worked with an AMC to develop a redemption prediction model (**~11% error**) and created a model for targeted product offerings and upgrades for a credit card company, **contributing to revenue growth of ~\$70 million**

**Business Analyst**

**AbsolutData Analytics**

Sep '12 - Feb '14

Gurugram, India

- Utilized predictive analytics to identify potential customers for a fashion brand in specific USA regions
- Conducted trend analysis in the travel and online booking sector to inform product development and marketing strategies