Esh Datasci
Data Scientist - Ez Tek Solutions Inc

- Email me on Indeed:

Modelling to analyse lowes.com traffic to target customers for personalized marketing strategies.
Responsibilities:
• Personalization, Inflection points tracking, Target Marketing, Customer profiling and Segmentation
• Personalization for registered users, Returning visitors and Anonymous visitors
• Worked on model building using machine learning algorithms like logistic regression, naïve bayes, random forest, SVM, SVR.
• Worked on a POC project for NLP(Natural Language processing) with Lowes Review Data.
• Propensity to convert modelling using the visit sequence and conversion sequence mapping
• Zeroth problem solution for Anonymous visitor, returning visitor and registered users
• Text analytics on review data machine learning technique in python using NLTK.
• Market basket Analysis using APRIOR for purchase transactions data at store level.
• Sequence mining for the conversion paths for different segments
• Profiling based on the content access reports, event trigger reports and navigation reports. Profiles are then used for target marketing and segmentation
• Custom Website strategy for segments.
• Site/Page optimization, Promotional campaigns assessment, Customer segmentation and assessing revenue
against targets at regular intervals
• Used UCB & Thomson Sampling Intuition for Multi Bandit Testing and A/B testing to perform ad banner choices and product visual choices optimization.
• Custom Dashboards product category wise
• Developed visualizations using sets, Parameters, Calculated Fields, Dynamic sorting, Filtering, Parameter driven analysis, gathered data from different data marts.
• Reporting designs based on the business specific problems, Reporting implementation on Tableau.
• Advanced charts, drill downs and intractability are incorporated in the reporting for different stakeholders and Integrating the publishing of reports to the clients SharePoint infrastructure
Client: BCBSIL(HCSC)
Job Title: Data Scientist
Location: Chicago, IL
Duration: Mar' 15 - Sep'15
Modelling Individual and Family Insurance rate based on Income and Demography for Market campaigning
Responsibilities:
• Participated in all phases of data mining- data collection, data cleaning, developing models, validation, visualization and performed Gap analysis.
• Providing Ad hoc analysis and reports to Executive level management team.
• Captured Modelling requirements from Senior Stakeholders to Bench functional requirements for SAS/ R Python
• Performed Data Manipulation and Aggregation from Various source including HDFS.
• Creating various B2B Predictive and descriptive analytics using R and Tableau
• Used pandas, numpy, seaborn, scipy, matplotlib, scikit-learn in Python for developing various machine learning algorithms.
• Designed and tested Predictive Algorithms using Historical Data
• Utilized machine learning algorithms such as Decision Tree, linear regression, multivariate regression, Naive Bayes, Random Forests, K-means, & KNN.

• Parsing data, producing concise conclusions from raw data in a clean, well-structured and easily maintainable format.
• Responsible for Big data initiatives and engagement including analysis, brainstorming, POC, and architecture.
• Worked on different data formats such as JSON, XML and performed machine learning algorithms in R
• Worked on MapReduce/Spark Python modules for machine learning & predictive analytics in Hadoop on AWS.
• Worked with (Tableau) Report Writers to Test, Validate Data Integrity of Reports

Client: BCBSNJ
Job Title: Data Scientist / Analyst
Location: Newark, NJ
Duration: Jul' 13 - Feb' 15
Responsibilities:
• Conducted qualitative and quantitative research to gather data from data mart
• Responsible for data identification, collection, exploration & cleaning for modelling, participate in model development
• Visualize, interpret, report findings and develop strategic uses of data.
• Understand transaction data and develop Analytics insights using Statistical models using Machine learning.
• Involved in gathering requirements while uncovering and defining multiple dimensions. Extracted data from one or more source files and Databases.
• Analysed data from both competitive market and the monopolistic market
• Collected Database of sales of items in all aspects. Cleaned, filtered and transformed data to specified format.
• Designed various reports using various reporting tools
• Cleaned data using R, then visualize the data, and derive statistical modelling plots
• Interacted with the other departments to understand and identify data needs and requirements and work with other members of the IT organization to deliver data visualization and reporting solutions to address those needs
• Responsible for providing reports, analysis and insightful recommendations to business leaders on key performance metrics pertaining to sales & marketing
• Worked on various theorems related to determining various insurance pricing (insurance coverages and costs)
• Used R to identify product performance via Classification, tree map and regression models along with visualizing data for interactive understanding and decision making.
• Accomplished multiple tasks from collecting data to organizing data and interpreting statistical information.
• Created dynamic linear models to perform trend analysis on customer transactional data in R
• Conducted exploratory and descriptive data analysis of large data sets

Client: BCBSIL(HCSC)
Job Title: Data Analyst/ System Admin
Location: Chicago, IL
Duration: Jan' 10 - Jun' 13
Responsibilities:
• Worked with team involved with the data collection, cleaning and preparation using SQL
• Working with the analytical team to design, build, validate and refresh data models
• Visualize, interpret, find reports and develop strategic uses of data.
• Identify additional data sources to augment the opportunities.
• Develop queries to retrieve and analyse data from multiple tables in the database. Find tables using

Database diagrams in SQL server, establish relationship in multiple tables using Primary and Foreign keys. Perform analytical request using SQL for internal and external parties.

• Conducted research to collect and assemble data for databases - Was responsible for design/development of relational databases for collecting data.

• Performed Data output - Made data chart presentations using Tableau, Pivot Table, coded variables from original data, using statistical analysis as and when required and provided summaries of analysis.

• Work with users to define data requirements; researches and collects data from a variety of sources.

• Work with business stakeholders, application developers, and production teams and across functional units to identify business needs and discuss solution options.

• Responsible for 24/7 on call support and support the developers in development all the time by providing logs and other admin support.

• Performed Daily and weekly Productions checks and maintenance tasks on daily basis.

• Installed & Configured Tools & Web Client with all the Fixed Versions.

• Performed the Siebel Schema Upgrade (Upgphys) successfully.

• Performed Successfully Siebel Tools Repository Merge Process.

Client: Monsanto
Job Title: Data Analyst/ System Admin
Location: St. Louis, MO
Duration: Mar' 09 - Jan' 10
Responsibilities:

• Involved with the team responsible for data identification, collection, cleaning and exploration.

• Filter and clean data, review reports and performance indicators to locate and correct code problems Visualize, interpret, find reports and develop strategic uses of data.

• Used Excel for Qualitative and Quantitative data analysis techniques to find Trends and Forecasting by using advanced Data Analysis techniques like histogram, pivot table/Pivot charts.

• Worked with various Business users to gather reporting requirements and understand the intent of reports and attended meetings to provide updates on status of the projects.

• Performed in depth analysis of data & prepare daily reports using SQL, MS Excel, MS PowerPoint and share point.

• Managed and manipulated data sets from multiple sources

• Compiling data in MS Excel utilizing Pivot Tables, V-Lookups, Macros, etc.

• Used R to import, clean data, visualize data, and derive statistical modelling plots

• Develop, implement data collection systems and other strategies that optimize statistical efficiency and data quality

• Track and analyse results in order to identify trends that will assist business decisions.

• Involved in the Upgrade Plan for DEV, TEST, UAT, and PROD Environments.

• Maintaining the system security, monitoring and responsible for Prod and non prod tickets resolution from Helpdesk support

• Involved in the analysis to estimate the timelines for Upgrade.

• Installed & Configured the Siebel Gateway Name Server, Enterprise Server, Database Server, Web Server Software with all Fix Packs i.e. Siebel 8.0.0.6, v7.7, v7.7.2, v7.7.2.8, v7.8.2, v7.8.2.5 to upgrade from Siebel […]

• Installed & Configured the MS SQL Server 2005 with SP2 & MS SQL Server 2000 with SP3 to configure the Siebel database.

Client: BCBSNJ
Job Title: System Analyst/Admin
Location: Newark, NJ

Duration: Jul' 08 - Mar' 09
Responsibilities:
• Responsible for 24/7 support by carrying pager and Hot phone
• Responsible for resolving the level 3 tickets routed from Help desk
• Responsible for Releases and Ongoing maintenance tasks
• Monthly and weekly server reboots and Hot fixes
• Daily monitoring the Siebel Prod enterprise servers starting from Siebel Web, App, Gateway, BigIP and DB servers.
• Responsible for Environment migration from dev2Test, Test2TRG and UAT2PROD
• Installation of Actuate eReporting server for all Siebel thin client applications which includes setting up eReporting server, ReportCast and Siebel Report server Access
• Setting up of users in Siebel using LDAP authentication and in Actuate Admin Desktop
• Extensively involved in resolving Integration related issues
• Configurin

WORK EXPERIENCE

Data Scientist
Ez Tek Solutions Inc - Charlotte, NC - September 2015 to Present

Data Scientist
Ez Tek Solutions Inc - Aurora, IL

EDUCATION

MS in Education
WKU - Bowling green, KY

SKILLS

Statistical Analysis (5 years), Python (3 years), regression techniques (4 years), Classification Techniques (5 years), Clustering Techniques (5 years), Predictive modeling (5 years)

ADDITIONAL INFORMATION

Key Skills Profile Summary
Data Visualization 9+ years of IT experience and Analytics experience in data analysis,
strategic analysis, Predictive Analytics and Inferential statistics, data
Statistical Concepts mining and data visualization to provide analytical solutions to client's
business problems in Insurance, retail, Health Care and CRM.
Predictive Modelling Techniques Strong foundation in Mathematics, Statistics, Machine Learning and
Data Mining techniques.

exploratory data analysis (EDA) Proficient in managing entire data science project life cycle and
actively involved in all the phases of project life cycle including
! Data acquisition (sampling methods:
Programming
SRS/stratified/cluster/systematic/multistage)
! EDA (Univariate & Multivariate analysis)

Team Building & Leadership
! Data cleaning
! Data Imputation (outlier detection via chi sq detection,
residual analysis, PCA analysis, multivariate outlier detection)
! Data Transformation
! Features scaling
! Features engineering
! Statistical modeling both linear and non linear (logistic, linear,
Naïve Bayes, decision trees, Random forest, neural networks,

SVM, clustering, KNN)
! Dimensionality reduction using Principal Component Analysis
(PCA) and Factor Analysis, testing and validation using ROC
plot, K- fold cross validation, statistical significance testing.
! Data visualization.
Worked on Reinforcement Learning Techniques like Multi Armed Bandit
(UCB & Thompson Sampling) A/B testing.
Experience in Data Analysis, obtain insights from data then choose
appropriate Machine Learning/Data Mining algorithms
(Functional/classification/cluster models etc) using cost functions (
gradient/normal and stochastic)
Perform model validation (AIC/BIC/APE/MAPE, confusion matrix, ROC
curve, ks curve, decile analysis, Gini coefficient)
Experience with various application like SAS, SPSS, R(packages-
knitr,dplyr, tidyr, SparkR, causalInfer, spacetime), Python (sklearn/
scipy/numpy/panda).
Expert in Databases/ CRM tools(SDFC/Siebel)/ Authentication
methods(LDAP/ADSI)/ Windows servers/ Linux AIX UNIX (shell
scripting)/ Web servers(IIS/IBM http server/etc).

IT Skills
Collaborator Problem Solver • Statistical Tools: SPSS, Hadoop (Trained), Hive, Sqoop, PIG.
• programming languages: R, Python.
• Data mining Tools: R, SAS Enterprise Miner.
• Data Visualization: Tableau, SAS VA.

Work Experience