

SRIDEVI

Senior Data Scientist

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SUMMARY

Data Science is the interdisciplinary field that combines **statistics, mathematics, programming, and domain knowledge** to extract actionable insights from structured and unstructured data. Data scientists leverage **data analysis, machine learning, and data visualization** to solve complex business problems, optimize processes, and drive decision-making. Core skills include **Python/R programming, SQL, data wrangling, predictive modeling, and cloud-based tools**, while applications span industries like finance, healthcare, retail, geospatial analysis, and more.

EXPERIENCE

Senior Data Scientist - Marketing Team

Dell

📅 2018 - Present 📍 Phoenix, AZ

- Turned data into actionable insights, providing C-suite stakeholders with insightful recommendations to streamline business operations and improve customer experience.
- Generated statistical reports and visualizations, providing key insights for more than 20 marketing campaigns and initiatives, including A/B testing, customer retention, brand awareness, and global expansion.
- Worked with senior leadership to develop and implement digital marketing strategy, identifying and implementing new tactics to improve campaign performance by 50%, resulting in 250% increase in revenue from search marketing campaigns.

Senior Data Scientist

Metro

📅 2018 - 2020 📍 Phoenix, AZ

- Designed and implemented a machine learning system that predicts hardware malfunction with more than 80% accuracy.
- Created global and personalized real time reports system for executives stakeholders and processes in SAS, Tableau, and proprietary systems.
- Worked closely with a team of data engineers and BI analysts to improve the efficiency customer recommendation analytics engine by 33%.

EDUCATION

Data Science

Centurion University

📅 2008 - 2012

GPA

4.0 / 4.0

TECH STACK

Python	Java	C	Scala	R
Hadoop	Rapid Miner	QlikView		
MonboDB				
HDFS	HBase	MapReduce		
flask	scikit-learn			
SAS programming	SPSS			

STRENGTHS



International internships and experience

4 internships in Singapore and Norway