Pankaj Singh Rawat

Senior Data Scientist | NLP | Transformers | MMM | B.Tech CSE

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PROFESSIONAL SUMMARY

Experienced Data Scientist with 4+ years of industry experience in building and deploying machine learning and NLP models across the insurance, automotive, and retail domains. Strong hands-on expertise in transformer-based NLP models, conversational AI, market mix modeling, and advanced analytics. Proven ability to lead end-to-end data science projects, from data acquisition and processing to model deployment and business impact delivery.

EXPERIENCE

- **EXL (Client: Citibank) — Data Scientist**   *Feb 2025 – Present*

    • Joined EXL to work on a data science project for Citibank but realized early misalignment with work interests. Planning a strategic transition to focus on deep NLP and AI roles.

- **Maruti Suzuki India Limited, New Delhi — Data Scientist**   *Dec 2023 – Jan 2025*

    • Led development of a lead scoring model for customer segmentation (High/Medium/Low potential buyers).

    • Built a WhatsApp NLP-based chatbot solution to cluster and analyze user intents and language using transformer models.

    • Conducted exploratory data analysis (EDA) to uncover marketing insights and inform campaign design for EV launch.

    • Automated reporting systems using web scraping and Python, reducing manual effort for the Sales Planning team.

- **Infogain, Gurugram — Data Scientist**   *Sep 2021 – Oct 2023*

    • Designed and deployed Market Mix Models (MMM) using Ridge Regression and OLS for Walmart across 3 categories.

    • Built and evaluated predictive models using structured data for Leslie's Pool and conducted survey analytics for Strategy Analytics.

- **Evelyn Learning, New Delhi — Data Analytics SME**   *Feb 2021 – Sep 2021*

    • Authored advanced solutions and explanations for machine learning/statistical problems for education platforms.

EDUCATION

- B.Tech in Computer Science and Engineering from Jamia Hamdard University, New Delhi — 2016 - 2020

SKILLS

• Languages & Tools: Python (Scikit-learn, Pandas, PyTorch, TensorFlow), SQL, Docker, Git

• NLP: Transformers (BERT, RoBERTa, XLNet), text classification, sentiment analysis, NER, conversational AI

• ML & Deep Learning: Supervised/unsupervised learning, model tuning, regression models

• Platforms: Google Cloud, AWS, Azure (basic familiarity)

• Visualization & Reporting: Matplotlib, Seaborn, Power BI

• Other: Feature engineering, EDA, model deployment, business translation

LANGUAGES

English (Fluent), Hindi (Fluent)