

Anvesh Kollu Reddi Gari

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Data Scientist with a master's degree and 9 years of analytics experience across a diverse set of industries

PROFESSIONAL EXPERIENCE

Quotient Technology Inc., Cincinnati, OH, USA (Digital Marketing)

Apr 2018 - Present

Sr. Data Scientist

- Developed the QAudiences product that creates demographics-based targeted media segments for advertising platforms; Delivered syndicated and custom segments for more than 1000 categories and brands helping Quotient open a new media revenue stream.
- Led initiatives to standardize and optimize measurement processes for promotional campaigns. Mentored junior data scientists and worked towards building a robust collaborative code base for data science projects.

Everything But The House (EBTH), Cincinnati, OH, USA (Online auction platform)

Aug 2016 - Apr 2018

Data Scientist

As the first data scientist on the team, I had the opportunity to work on lots of cool data science & AI projects.

- Built and deployed a reverse image search engine in TensorFlow using deep learning architecture VGG. This search engine assists ops by looking up each new item by its image against an internal corpus of 1 million past item images in real time.
- Developed a successful elastic search-based content recommendation engine matching user to items based on their taste profiles. Achieved 2x improvement on engagement like click-through rates and revenue per impression.
- Published in-depth analyses and visualizations in Tableau on different facets of an auction platform like user engagement, inventory management, bidding dynamics etc. enabling leaders to make informed decisions
- Worked on and assisted team mates in miscellaneous machine learning tasks like classification and prediction models supporting a wide variety of departments like sales, finance, operations etc.
- Supported product teams in setting up balanced A/B testing experiments based on user profiling
- In general, worked towards creating a culture of data-driven decision making within the company

[24]7 Inc., Bangalore, India (Customer Service Industry)

Mar 2014 - Jul 2015

Senior Analytics Consultant, Data Sciences Group (Clients - Capital One, AT&T, Argos)

- Built end-to-end analytical solutions in the consumer internet space for clients in verticals like banking, retail and telecom
- Implemented real-time predictive models for personalizing web journeys through online chat offers and customized info-widgets; Demonstrated significant jumps in sales conversion rates for several clients
- Developed text-mining algorithms for automatically classifying large corpuses of customer service chats, moving away from an earlier rules-based system using a pipeline of Natural Language Processing and Support Vector Machines
- Achieved chat classification accuracy of more than ~80% for clients like Capital One and AT&T on par with results achieved by state-of-the-art algorithms in academic environments, winning Bravo award

TCS E-Serve (Formerly Citigroup Global Services) Mumbai, (Consulting)

Nov 2010 - Mar 2014

Assistant Manager, Risk Analytics (Client: Citibank, North America)

- Worked under the Global Model Oversight group to ensure that all scoring models within Citi meet the performance and compliance requirements of local and federal regulatory agencies. Led a team of 2.
- Developed a centralized one-stop repository on SharePoint for capturing important parameters of all scoring and non-scoring models, current and historical. Designed and implemented several web-based and excel MIS reports out of this repository.

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business, Cincinnati, OH

Aug 2016

Master of Science in Business Analytics (GPA - 3.97/4) (Global Merit Scholarship recipient)

Indian Institute of Technology Madras (IIT-M), Chennai, India

Jul 2010

Dual Degree - Master's and Bachelor's Degrees in Electrical Engineering (Exchange Student at BTH, Sweden)

RELEVANT SKILLS

Expertise Areas: Recommender Systems, Image Recognition, Deep Neural Networks, Digital Personalization, Statistical Analysis, Natural Language Processing, Risk Scorecards, Machine Learning, Probability Models, Mathematical Problem Solving
Programming Languages/Tools: Python (pandas, scikit-learn, keras), R, SQL, SAS, Bash, Tableau, Hadoop, Hive, VBA