**Karthik Prabhu**

Analytics & Software Professional (B.Tech Computer Engineering + MBA) With An Experience Of 3+ Years

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**Key Strengths: Python, PySpark, Java, Natural Language Processing, ETL, Microsoft Azure (Certified), SQL, Docker, Agile**

Professional Experience

**Accenture Analytics (Applied Intelligence Division – Scaled Agile Team)**

## *Data Scientist (Machine Learning / Deep Learning), July 2019 – Present*

* Performed Customer Segmentation and Customer Lifetime Value Modeling for a Fortune 500 Tobacco Client, to help them understand their customers’ better and generate more sales in the New Generation Product segments in APAC markets

Technologies / Tools Used: Python scikit-learn, Spark on Microsoft Azure Databricks, Logistic Regression, Decision Trees and Random Forests, Gradient Boost, SVM), Big Data Processing

* Leveraged Clickstream data of over 1 million customers, to analyze their browsing behavior, create features out of them, and segment customers based on these features, to provide targeted campaigns

Technologies / Tools Used: PySpark, Adobe Analytics data, Big Data Processing

* Developed a Time-series forecasting model for a US-based Energy domain client to forecast the amount of workforce they would need to handle customer calls, and queries
* Co-developed (and mentored a team of 4 Analysts) a Workforce optimization product, which enables clients to evaluate workforce cost optimization methodologies through Automation, Outsourcing based on feasibilities and metrics generate through Text-Processing algorithms, and finally deployed the product as a Docker container on Linux

Technologies / Tools Used: Natural Language Processing, TF-IDF, Convolutional Neural Networks, LSTM, Docker, Talend ETL

* Developed an arsenal of Computer Vision apps (Social Distancing, Mask Recognition, Emotion Detection) for Employee Safety at workplace, which would process video recordings of office spaces and generate metrics to guage the level of post-pandemic safety

Technologies / Tools Used: Convolutional Neural Network, Tensorflow, OpenCV, AWS Lambda Functions, AWS s3

Mediaocean Asia

Software Developer (Data), July 2015 – July 2017

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| * Developed features (REST APIs using Java / Python) for invoices related to media buying and selling, based on feedback received from US, UK and Australian advertising agencies Automated workflows between agencies and Demand Side Platforms (DSPs) to facilitate management, reporting and reconciliation of all direct and programmatic campaigns   Technologies / Tools Used: Java, Python, REST APIs, Big Data Processing, Oracle SQL |

* Created data pipeline to ingest Nielsen TV viewership data in the United States, into company’s masterdata systems

Technologies / Tools Used: PySpark, SQL

* Performed prediction of click through rates, and conversion rates based on features specific to supplier sites and advertiser products, some of which include website rating, user footfall, page content classification

Technologies / Tools Used: Linear Regression, Decision Trees, Random Forests

CERTIFICATIONS & ACHIEVEMENTS

* **Microsoft Azure Data Science Associate (DP-100):** Applying knowledge of Data Science and ML to implement and run machine learning workflows on Azure
* **Microsoft Azure Fundamentals (AZ-900):** Applying foundational knowledge of cloud services and how these services are provided through Azure
* **STAR Award Recipient, Accenture:** Recognized for outstanding performance in quarter
* **Brand Value Award Recipient, Mediaocean:** Recognized for outstanding performance in quarter
* **First Runner Up, Analytics Contest, IIM Calcutta:** Secured this position at a Customer Analytics contest to measure Brand Value Perception based on Social media data (Twitter, Facebook)
* **Second Runner Up, Analytics Contest, IIM Indore:** Secured this position at a Risk Analytics contest to predict default of loan payments

PROJECTS & INTERNSHIPS

* **Text Search Engine:** Developed a search engine using concepts of TF-IDF, Information Retrieval in PySpark

Github Link: <https://github.com/karthik0104/Search-Engine-Using-PySpark/blob/master/Text_Search_Engine.py>

* **Multi-class Image Classification AWS Hackathon:** Developed a Machine Learning Application on AWS to classify stream of images into custom classes to help robots identify custom objects
* **Research Paper:** Published research paper titled ‘Converging Blockchain Technology with the Internet of Things’ in journal IERJ

EDUCATION

* **Master Of Business Administration:** Indian Institute Of Technology, Kharagpur (2017 – 2019)
* **Bachelor Of Technology, Computer Engineering:** University Of Pune (2011 – 2015)