Krishnaprasad Sobhen (Krishna)

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Education

CARNEGIE MELLON UNIVERSITY, HEINZ COLLEGE(On-going)　　　　　　　　　　　Pittsburgh, PA
- Master of Information Systems Management - Business Intelligence and Data Analytics　　　Aug 2022
- Coursework –Machine Learning for Problem Solving, Applied Econometrics (Hypothesis testing), Unstructured Data Analytics, Managing Analytics Projects, Introduction to Deep Learning

RAJAGIRI SCHOOL OF ENGINEERING & TECHNOLOGY　　　　　　　　　　　　Kerala, India
- Bachelor of Engineering—Electronics and Communication Engineering　　　　　　　　May 2015

Academic Project

[data visualization| web scrapping] EVantage – A Navigation app for Electric vehicles　　Feb 2021
- Developed an app that uses real time traffic data, charging station location and hotel prices to plan cross country road trips for EVs. Handled geospatial data with shapely.py and geopandas. Presented interactive visualizations using Bokeh.py

[predictive analytics| policy making| project management] Impact analysis on Remote work policy　　Sep 2021
- Analyzed survey data (US Census Bureau) to measure impact of remote work on net national net energy consumption and employee wellbeing. This analysis was peer reviewed and cited by fellow students in their academic work

[exploratory data analysis] Road accidents dataset – location and weather data　　Dec 2021
- Analyzed 5-year aggregate of road accidents in Pennsylvania to determine the 5 most dangerous roads & driving conditions.

Skills

Programming: Python (w/ statistical modeling & NLP applications), R, C, JavaScript, Java

Database & Big Data: SQL, Elasticsearch

Statistical Analysis: Clustering, Regression, Classification, Maximum Likelihood estimators, Topic Modeling, Neural Networks

Analytical Tools: DSS-Dataiku, IBM Watson, Colab

Work Experience

DECISION MINDS　　　　　　　　　　　　　　　　　　　　　　　Bangalore, India
Data Scientist-Data Science consultant for cloud product analytics team of VMware　　May 2019 – Jan 2021
- **[product analytics]** Designed a model to measure the propensity of corporate customers to use purchased products and services; Insights used for license bundling and personalized marketing operation of the company. Achieved a 2.3% increase in SaaS products uptake
- **[customer experience]** Formulated a metric to quantify the customer satisfaction for various products, unifying the customer experience with every aspect of their journey from product purchase through utilization to grievance redressal and upgradation; said metric enabled customer experience team to compare experience across products
- **[sentiment analysis]** Compiled an ensemble model that monitors conversation tone(NLU) in service request combined with transactional and survey data to gauge customer sentiment towards the org and products. The model achieved 82% accuracy compared to CSAT and PSAT score

MU SIGMA　　　　　　　　　　　　　　　　　　　　　　　　Bangalore, India
Decision Scientist/Apprentice Leader - Analyst for the field marketing division of Pfizer　　July 2015 – March 2019
- **[product launch analytics]** Identified the key factors driving the uptake of a newly launched product using a combination of tree-based regression/classification techniques; Identified a previously untargeted potential prescriber cohort of strength~120
- **[delivery effectiveness analysis]** Utilized a combination of factor analysis and clustering algorithm to understand the slide presentation patterns and key messages driven by a deck over various presentations delivered by the Field Force to the medical professionals. Enabled the brand strategy team to enhance its decks for a more fluidic presentation experience
- **[deployment analytics (call planning)]** Collaborated with multiple brand strategy teams in planning a multimillion-dollar sales force deployment operation by identifying the most profitable calls using a combination of business heuristics and curve-based modeling. Achieved an increase in ROI per detail of up to 10% for certain drugs by quarter end

Achievements
- "Kerala Sasthra Sahithya Parishad" - Primary organizer for managing several Starwatching events of 50+ people
- Mu Sigma – Recognition (spot award) for successful management/execution of Call planning – a business critical project