

Kushboo Kunhikrishnan

+971524876188 | kushboo.kk@gmail.com | [linkedin.com/in/kushboo.kk](https://www.linkedin.com/in/kushboo.kk) | github.com/kushboo.kk

EDUCATION

Birla Institute of Science and Technology (BITS)

M-Tech in Data Science and Data Engineering

Pilani, India

Oct. 2021 – Oct 2023

Mahatma Gandhi University

Bachelor of Technology in Electrical and Electronics Engineering Science, Minor in Business

Kerala, India

Aug. 2009 – May 2013

EXPERIENCE

Advanced Analytics Manager

Emirates Steel Arkan

July 2023 – Present

Abudhabi, UAE

- Led a team of 2 data scientists to design and implement projects in agile framework
- Spearheaded the development of an advanced analytics strategy, aligning it with business objectives and improving data-driven decision-making across departments
- Collaborated with stakeholders to identify key business challenges and opportunities, translating them into analytical projects that delivered [5+] million dollars in cost savings and revenue growth
- Initiated and managed [10] cross-functional projects aimed at enhancing customer segmentation and personalization efforts, leading to a 25 percent increase in customer engagement and satisfaction.

Senior Data Scientist

Emirates Steel Arkan

Oct 2021 – July 2023

Abudhabi, UAE

- 1. Project – Price Forecasting Developed a time-series forecasting model to forecast price of the Steel products in international markets. The solution had an exceptional performance (MAPE less than 8percent) for three and four months horizon. Business using the product for pricing and for decision making and there is an **uplift of about 20 percent** compared to previous way of decision making.
- 2. Value-In-use - Price Optimization Model Led the design and implementation of predictive models to optimize [specific business process], and recognized profit value of about **0.5 million in a quarter**.
- 3. Digital Transformation Implementation: a. Building Digital Platform and Modelling Strategy b. Digital Academy: Setting up of Digital Academy and content preparation c. Digital Website: Setting up and designing the website

Data Science Consultant

Social networking site

Feb. 2020 – Aug 2021

Remote

- Project included Customer Churn Prediction, Recommendation System for the Customer, Identify the Loyal Customers using loyalty metrics, Geographic distribution of customers and analyses of the customer visit reports, Location based promotions, Customer Sentiment analysis
- Projects focused on increasing the customer experience and increasing the profit. Uplift was recorded of about 15 percent.

Retail client

Remote

- Project included prediction of the next customer visit to the mall.
- Projects allowed to do marketing campaigns based on the visit count and increased the customer participation by 10 percent

Funding team client

Remote

- Developed a time-series model and compared the efficiencies of the models to predict the monthly sales of a funding team.
- Solution helped to find the prospective clients and also plan to give away loans based on the credit score and increased the revenue by 5 percent

Lead Data Scientist

ADNOC

Sep 2019 – Jan 2020

Abudhabi, UAE

- Developed a forecasting tool to measure sales for a year
- Built a report in SAC for analyzing the succession planning and other HR processes

- Contributed 50K+ lines of code to an established codebase via Git

ML Team Lead/ Data Science Lead

Feb 2016 – Mar 2019

Tata Consultancy Services(TCS)

Kochi, India

- 1) Project - Document Analyser: Worked in the development of an intelligent RPA tool with user interface to extract various attributes from documents using Machine Learning and Natural Language Processing.
<https://www.tcs.com/automated-invoice-processing-ebilling-solution>
- Technologies Used: Sklearn, NLTK (Natural language processing), Randomforest classifier, TF-IDF(Term Frequency – Inverse Document Frequency, OCR, Flask, Java FX, Spring, MySQL.
- 2) Project –Negative Risk Score Analysis for Banking Client. Developed a project for a banking client that involved web scraping of articles and sentimental analysis of articles to find the banks undergoing decline.
- Technology Used: Sklearn, NLTK (Natural Language Processing), Rasa NLU, Scrapy, Named Entity Recognition (NER), Django, Angular, NodeJS, Scipy
- 3) Project –Article classification and sentimental analysis. Developed a code for a banking client that involved article classification and sentimental analysis of the best article. Involved in data mining and segmentation techniques mainly spectral clustering.
- Technology Used: Sklearn (Machine Learning), Clustering, Named Entity Recognition (NER), Django
- 4) Project –CPU Parameter Utilization Developed a solution to predict and find the abnormality in CPU usage from the CPU parameters. Technology Used: Deep learning (LSTM), One hot encoding.
- 5) Project –Document Extraction Was a part of the team developing solution for document extraction using object detection technique. Technology Used: CNN (Tensor flow API), OCR (Tesseract), machine learning techniques (Random Forest Classifier).

Team Lead

May 2015 – Feb 2016

Tata Consultancy Services(TCS)

Kochi, India

- 1) Developed a Process Automation Tool on FOREX trading platform Murex for a banking client in Europe. Translate the customer requirements into feasible solution within the timelines.
- Technology Used: JavaFX, SQL, Dot Net, IBM SSL Certificate Creation and Configuration, Murex (Trading Platform), FOREX Trading.

Data Management COE

Jan 2014 – May 2015

Tata Consultancy Services(TCS)

Kochi, India

- 1) Project – Customer growth prediction in R and plotting in D3.js
- Developed an end-to-end application in R and Java to predict customer growth in a banking domain and plotted using D3.js.

CERTIFICATIONS

Oracle Certified Java Programmer	June 2015
PostgreSQL Certification/Brain Measures	2015
Neural Networks and Deep Learning/Coursera	2019
Hands-on Machine learning with Google Clod Labs –Specialization/Coursera	2021
Machine Learning Pipelines with Azure ML Studio/Coursera	2021
Introduction to Machine Learning in Production/Coursera	2021
Microsoft Certified: Azure Data Scientist Associate	2022

TECHNICAL SKILLS

Languages: Java, Python, C/C++, SQL (Postgres), JavaScript, HTML/CSS, R
Frameworks: React, Node.js, Flask, JUnit, WordPress, Spring-Boot, Hibernate, Django, Optimization
Developer Tools: Git, Docker, Google Cloud Platform, VS Code, Visual Studio, Databricks, Eclipse, Micrsoft Azure Cloud Platform, SAS Viya, Kubernetes
Libraries: pandas, NumPy, Matplotlib