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M D K KISHORE REDDY

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# PROFILE SUMMARY

KPHB , 500085, Hyderabad,Telangana

Innovative and results-oriented Data Analyst with two years of experience in extracting actionable insights from complex datasets. Proficient in utilizing statistical analysis, data visualization, and programming languages such as Python and SQL to drive informed decision-making. Adapt at identifying trends, patterns, and anomalies to optimize business processes and enhance operational efficiency. Demonstrated ability to communicate technical findings effectively to diverse stakeholders, fostering collaboration and driving strategic initiatives. Seeking to leverage analytical expertise and passion for problem-solving to deliver impactful solutions in a dynamic environment.

# PROFESSIONAL EXPERIENCE

### TCS, HYDERABAD, INDIA

**ASSISTANT SYSTEM ENGINEER, 2022 February 21st– Till Date**

**Project Name: EPAF**

**Client : Xerox**

**Role : Data Analyst**

**About Project:** Developed a predictive model to identify customers at risk of churning

(canceling their subscription or discontinuing their service) based on historical usage patterns and demographic information.

Conducted exploratory data analysis (EDA) to understand the factors influencing customer churn. Preprocessed the data using Python's pandas library, performed feature engineering, and applied machine learning algorithms such as logistic regression, random forest, and gradient boosting. Evaluated model performance using metrics like accuracy, precision, recall, and ROC-AUC score.

**Tools Used**: Python, pandas, scikit-learn, matplotlib, seaborn, Tableau, Excel, SQL

**Outcome**: Achieved a predictive model with high accuracy and precision, enabling the company to proactively identify at-risk customers and implement targeted retention strategies. This resulted in a reduction in customer churn rate by 25% and an increase in customer retention and lifetime value.

This project showcases proficiency in data analysis, machine learning, and business understanding, which are key skills sought after in the field of data science. Feel free to adapt this project to your own experiences and interests, emphasizing any unique insights or outcomes you achieved.

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**PERSONAL PROJECTS**

## BANK LOAN DEFAULT RISK ANALYSIS – EDA :

* This project aims to develop a basic understanding of risk analytics in banking and financial services and understand how data is used to minimise the risk of losing money while lending to customers.
* Python packages : pandas , matplotlib, numpy, seaborn

## STUDENT’S MARK PREDICTION :

* This project aims to predict the student’s academic performance and thereby taking early steps to improve student’s performance. Through this project we can calculate how many hours need to study to get more mark using linear regression model.
* Python packages: pandas , matplotlib , numpy , seaborn, flask, sklearn

## CUSTOMER CHURN PREDICTION – MACHINE LEARNING:

* The aim of this project is to identify and visualize which factors contribute to customer churn
* Building a prediction model that will classify if a customer is going to churn or not.
* Python packages : pandas ,numpy ,sklearn , matplotlib ,seaborn

# PROFESSIONAL SKILLS

* Good knowledge in descriptive statistics - measures of central tendency & measures of dispersion, inferential statistics, hypothesis testing, statistical testing.
* Exploratory data analysis: univariate, bi-variate and multivariate analysis, derived metrics.
* Strong knowledge in building predictive models using supervised and unsupervised machine learning algorithms: regression, classification, clustering/segmentation.
* Good knowledge in natural language processing – text classification, sentiment analysis, topic modeling - text mining, word2vec, word clouds, n-gram, bi-grams, pos tagging, named entity recognition, nlu.
* Libraries used: Scikit-learn, statsmodels, numpy, pandas, scipy, nltk, tensorflow, keras, spacy, opencv, practalnlptools.
* Model Optimization: metrics & model performance evaluation - cross-validation, parameter and hyper parameter tuning, regularization, dimensionality reduction (PCA, LDA) and ridge & lasso.
* Data Visualization: matplotlib, seaborn - scatter plots, box plots, histograms, bar charts, graphs.

# EDUCATION

* Bachelor of Technology in Electronics and Communication with 7.5 CGPA in NRI Institute of technology, Vijayawada. Year of Graduation : 2021
* Intermediate with Maths, Physics and Chemistry with 94 % in Narayana Junior College, Vijayawada.

Year of Completion : 2016

* Secondary School Certificate (10th Grade) with 8.8 GPA in APDMC HIGH SCHOOL, Vijayawada.

Year of Completion : 2014

## TRAININGS AND CERTIFICATIONS

* Completed Full Stack Data science course on CodinGrad.
* Completed courses on machine learning & deep learning from online learning platforms such as Udemy, LinkedIn.
* Utilized many other resources such as youtube channels, forums, blogs etc. to gain knowledge.

**PERSONAL MINUTIAE**

Date of Birth : 01-12-1996

Languages Known : English, Hindi, Telugu.

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