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| Bangalore, India  [Website](kashpathi.com) |[Linkedin](https://in.linkedin.com/in/muralidhar-kashipathi-81596a99) | Muralidhar Kashipathi | (91) 901-958-5232  [muralimys@gmail.com](mailto:Murali@kashipathi.com) |

## Technologies and Languages

* Languages: Python, R, SQL
* Technologies: MySQL, AWS, Git
* Libraries: Pandas, NumPy, sklearn, opencv, Spacy, pytorch, keras
* Competencies: Deep Learning, Machine Learning, Advanced Statistics, NLP

## Work Experience

**Data Scientist HGS Digital** **Aug 2021 - Present**

Advanced Analytics COE Team Bangalore, India

* Built and deployed a computer vision-based object detection system. This system detected objects and spills. It led to a 14% reduction in workplace hazards. (Python, Mask RCNN AWS)
* Conceptualized, built, and deployed a Face recognition model. Model recognizes hundreds of faces in real time with high accuracy. This sped the vendor recognition process, leading to significant man-hour savings. (Python, Computer Vision)
* Built and deployed a data-driven performance management system for 1200 employees. (Python, Statistics and R). This assisted the management in recognizing promising talent.
* Interviewing and mentoring Junior Data Analysts.

**Associate Data Scientist HGS Digital** **APR 2019 – Aug 2021**

Advanced Analytics COE Team Bangalore, India

* Designed stock market guest performance model that saved $200,000 for a top media company. Billed 1000+ hours for data analysis on stock market guest performance. (R, Forecasting, Custom Metrics)
* Conceptualized, built, and deployed early warning attrition model which reduced employee attrition by 10% (Python, logistic regression, one-way SVM, random forest)
* Client wanted to identify key drivers influencing viewership of stock market shows. Our statistical analysis enabled the client to bump up advertising revenue by 8%. (Python, EDA, Time Series Analysis.)
* Monitored social media trends of a popular sitcom using a web-scraping solution that helped the client analyze the pulse of the audience. This helped influence screenplay direction. (Python, Sentiment Analysis, Web Scraping).

**Senior Data Analyst HGS Digital** **Nov 2017 – Mar 2019**

Advanced Analytics COE Team Bangalore, India

* Marketing Analytics for ITES client for identifying key drivers affecting conversions in Marketing Campaigns (Logistic regression, Link analysis, market basket analysis)
* Built a forecasting model to predict Inbound claims for work force management (R, forecasting techniques) that was 22% more accurate than the existing solution. This led to improved scheduling.
* Improved Lead Generation by 24% and optimized ad-spend for a leading paint manufacturer. Billed 50+ Hours. (Python)

**Data Analyst Wipro Technologies** **Aug** **2016 – Nov 2017**

Analytics and Insights Team Bangalore, India

* Over 300 billable hours on survey analytics for FMCG client: Identified key factors affecting employee morale thus helping the management address employee concerns. (R, Text Mining, Regression, Survey Analytics)
* Built a classification model for a glass manufacturing client for identifying customers who were most likely to default on due payments. Timely model intervention reduced defaults by 10%. (Python, Logistic Regression, Random Forest).
* Authored two whitepapers: 1. ‘Fraud Analytics in Claims Industry’ 2. ‘Real-Time Marketing analytics

**Business Analyst TCS** **Jul** **2014 – Aug 2016**

Analytics and Insights Team Bangalore, India

* Generated reports based on weekly and Monthly sales of FMCG goods.
* Performed sample maintenance and trend analysis for various FMCG companies.

## Education and Certifications

* **M.Sc. Statistics,** University of Mysore, India. **2012 - 2014**
* **B.Sc. Statistics,** University of Bangalore, India. **2009 – 2012**

## Certification and Courses

* **R programming: Coursera**

## Interests

* I am an avid chess and table Tennis player and I have read most of the classic English literature worth reading.