

Harish Morekonda

Data Scientist

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PROJECTS

LM vs ML

- Comparison of Linear Models against modern tree-based ensemble Machine Learning techniques
- Supervised classification models applied on the imbalanced IBM employee attrition dataset with emphasis on Specificity
- Comparable area under the curves demonstrate GLM's appeal

K-Means Clustering - A Sparse Version of PCA

- Explored the idea of PCA being the continuous solutions to the discrete cluster membership of K-means
- European countries grouped based on employment distribution

Customer Centricity vs Operational Excellence

- Customers' purchase behavior to a retail chain's personalized coupons were analyzed
- Two years of data from 2500 households concluded that non-personalized campaigns performed just as well

EXPERIENCE

SAP, Associate Development Consultant

BANGALORE, INDIA - AUGUST 2015 - MARCH 2018

- Analyzed business processes, designed and developed end-to-end enterprise applications
- Prepared a trend-setting estimation matrix which was used to provide effort evaluation for customers upgrading to S4HANA
- Mentored fresh hires, conducting trainings on ABAP and bringing them up to speed on organizational practices
- Received Appreciate Awards for diligent efforts and commitment

SKILLS

Machine Learning
Data Wrangling
Visualization
Business Intelligence
Probability
Statistics, Hypothesis Testing,
Confidence Intervals, ANOVA

TOOLS

R, RShiny
Python
SQL
Tableau
Hadoop, PySpark
SAS, SPSS, KNIME, FICO Xpress

EXTRAS

Big Data Specialization
Coursera

Business Foundations
Coursera

SAP Certified Development Associate
ABAP with Netweaver

VP of Professional Development
INFORMS, University of Cincinnati

EDUCATION

University of Cincinnati, *Master of Science in Business Analytics* - GPA - 4.0

CINCINNATI, OHIO - AUGUST 2018 - JULY 2019

Amrita University, *B.Tech in Electronics and Instrumentation Engineering* - CGPA - 7.67

COIMBATORE, INDIA - AUGUST 2011 - MAY 2015