

# Sudha Devi

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## Education

### Gurunanak Engineering College Affiliated to JNTUH University

Completed May 2014

Bachelor of Science in Computer Science (Scored:80%)

Hyderabad, Telangana

- **Relevant Coursework:** Data Structures and Algorithms (C++), Prob & Stat in CS (Python), Intro to CS II (C++), Linear Algebra Computational Applications (Python), Big Data

## Experience

### Cognida.ai

Oct 2023 – Current

Specialist Data Scientist - AI/ML

Hyderabad, Telangana

- Forecasted camera and storage product sales for a video surveillance company using machine learning, improving 4-month demand predictions outperforming the customer's baseline, resulting in significantly more reliable sales forecasts using models like ARIMA, XGBoost, and Linear models.
- Led requirements and solution design; developed **12 models** and automated pipelines for 2000+ SKUs; built analytics dashboards; implemented a **CV-based weighted adjustment** to improve forecast stability; resolved data and platform performance issues. Delivered the company's **first live forecasting system**; improved forecast usability from **30% to 100%**.
- Developed pricing and deal-win prediction models for a leading SaaS provider selling multi-level software packages across six global regions.
- Led a team of 2 to build a pricing copilot that enabled the sales team to quote more competitively across 6 regions and account segments, directly improving new deal-win strategy.
- Developed a deal-win prediction model and an intelligent recommendation engine that calibrated probabilities, simulated multiple price paths, and proposed optimal negotiation ranges with peer benchmarking and explanations.
- Improved model performance from **69% → 77% AUC** through advanced feature engineering, variable grouping, and parameter optimization, while significantly enhancing pricing relevance using XGBoost.
- Deployed the solution in Snowflake and optimized the recommendation engine from **2 hours → 10 minutes** (1 second per scenario) using vectorization, parallelization, and a config-driven architecture.
- Leveraged the power of AI insights to build a solution that implements AutoML to develop a production-grade predictive churn model and implemented a chat assistant utilizing RAG architecture to efficiently query the knowledge base, enhancing customer engagement and retention strategies.
- Fine-tuning a large language production model (LLM) with QLoRA and evaluating its performance on legal contracts documents, the solution leverages a Gen AI and retrieval-augmented generation (RAG) architecture.

### Deloitte

Jul 2019 – Oct 2023

Senior Data Scientist- AI/ML

Hyderabad, Telangana

- Contributed to model building and deployed models like Churn Propensity, cross-shop propensity model and LTV models on GCP, Using Hypothesis testing, leading to a streamlined deployment process through advanced Cloud Agnostic AI pipeline.
- Designed and implemented advanced Cluster Optimization and Segmentation product for client use cases, leading to more accurate predictions and better insights for 4 new client-specific needs.
- Introduced feature Selection and Automation for Large Datasets and automated the feature selection process in the ML production pipeline. Reduced the time required to build models with over 6,000 features by 88%, significantly accelerating model development and enhancing efficiency.

### Arcadis

Feb 2019 – Jul 2019

Data Scientist

Hyderabad, Telangana

- As an AI/ML Lead addressed high attrition rates in the UK region by developing and deploying explainable predictive models, resulted in reducing the attrition rate from 14% to 12%.

### Hitachi Consulting

Jul 2014 – Feb 2019

Data Scientist- AI/ML

Hyderabad, Telangana

- Built and Deployed Machine Learning Models on GCP for Predictive Maintenance, enhancing operational efficiency for Hitachi rail.

- Assisted clients in utilizing machine learning to build End-to-End Machine Learning Solutions , Improved strategic decision-making and provided actionable insights across various sectors, supporting more informed policy and operational decisions
- NLP Solution for Ticketing System, Developed an NLP solution to automate the internal ticketing system,Improved internal operational efficiency and user satisfaction by reducing response times of ticket resolution processes by 12%.

## Certifications

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### **ML Certificates** | *Professional Certifications*

- Certified in Google Professional ML Engineer
- Certified in AWS Machine Learning Speciality
- Certificate in Engineering Excellence in Big Data Analytics and Optimization from INSOFE certified by Carnegie Mellon University

### **Competitions** | *AI Online Competitions*

- Ranked 6th in Kaggle competition
- Ranked 2nd in AWS Deepracer challenge with reinforcement learning (RL)

## Technical Skills

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**Languages:** Python, R, PySpark, SQL, C , Scala

**Technologies and Skills:** GenAI, Google Cloud Platform (GCP), Docker, Django, Redis, Kubernetes, TensorFlow, AWS,Snowflake, LLM, H2O, RShiny , Lime,Docker,BigQuery, PubSub messaging, REST-API, Postman, Artificial Intelligence, Machine Learning, Neural Networks, Agile Methodology, Cloud Computing, NLP ,Timeseries forecasting, Model Explainability, Data Analysis, Statistical Modeling, Auto ML using Qlik