NITIN MALI

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Summary

- **Expertise**: Data Scientist with a strong background in healthcare, banking, tech, and consulting. Skilled in applying data science to enhance digital products. Experienced in melding technical analytics with strategic business insights, particularly in user-centric product development.
- **Technical Proficiency**: Proficient in advanced analytics, machine learning techniques, and data engineering. Demonstrated leadership in integrating data science with product strategy, optimizing user experience, and aligning with business goals.
- **Vision**: Dedicated to leveraging data analytics and communication skills to innovate in the digital business arena, significantly impacting user experiences and driving future product strategies.

Work Experience

ZS Associates — Jan 2023 - Present
Data Scientist — New York, United States

- **Doctor-Centric Engagement and Strategy**: Led the development and execution of data-driven strategies to enhance doctor engagement with digital healthcare tools. Utilized Neural Networks and AI-driven personalization, resulting in a 25% increase in engagement rates. Conducted quantitative analyses using Large Language Models, providing strategic insights for healthcare product development with a focus on doctor-user interactions.
- **Experiments Optimization and Analytics-Driven Product Adoption**: Directed multi-channel optimization and business experiment initiatives using Bayesian Methods, Logistic Regression, and Ensemble Methods. Achieved a 10% improvement in digital engagement efficiency and identified key factors for increasing adoption of communication tools among doctors. Utilized NLP and advanced analytics to ensure content relevancy and effectiveness for healthcare professionals.
- **Segmentation and Predictive Modeling for Market Impact**: Implemented advanced patient and doctor segmentation using Decision Trees and Clustering, leading to a 20% rise in marketing ROI. Spearheaded predictive modeling projects with Gradient Boosted Trees and Random Forest algorithms, realizing a 15% year-over-year sales increase by refining marketing strategies to better cater to the healthcare professional demographic. Presented data-driven insights to leadership, translating complex analyses into actionable, doctor-centric business strategies.

WebMD — Nov 2022 - Jan 2023
Data Engineer Manager — New York, United States

- Integrated cutting-edge big data tools like AWS and Spark, enhancing data processing capabilities.
- Led key data engineering projects, employing AWS, Tableau and Power BI for comprehensive stakeholder reports.

Aktana — Nov 2019 - Nov 2022
Data Scientist — California, United States

- **Key role in the development of Contextual Intelligence Engine (CIE) on AWS EMR**: Spearheaded the creation of the CIE, utilizing Python and Spark on AWS for advanced analytics. This engine revolutionized client marketing strategies by enabling optimized interaction channels with healthcare professionals, significantly enhancing engagement effectiveness through data-driven insights. More details on the link here → CIE
- **Integrated Analytics and Machine Learning Data Platform with Delta Lake on AWS**: The project establishes a comprehensive data processing and machine learning platform on AWS, elevating both analytics and algorithmic workflows. With the integration of AWS S3, Glue, Athena, and Delta Lake, the architecture provides robust data versioning, partitioning, and lifecycle management. It meticulously curates datasets from raw to refined stages—bronze, silver, and gold—ensuring data readiness for diverse applications, from analytics to machine learning, including the Contextual Intelligence Engine (CIE). The platform operates on an automated schedule, ensuring data and models reflect the latest insights. It's designed for scalability, covering development to production phases, and employs AWS IAM and Glue Crawler for secure, automated metadata management, emphasizing a commitment to data excellence and operational efficiency.

XSUNT Corporation — June 2018 - Nov 2019
Data Analyst — Pennsylvania, United States

- Collaborated with Bristol Myers Squibb to enhance dashboard functionality, leading to a 40% increase in user engagement, while also implementing advanced segmentation, Bayesian techniques, hypothesis testing, and regression models to achieve a 30% sales forecast improvement for targeted sales and marketing strategies.

Temenos India Private Limited — Jul 2015 - Oct 2016
Software Engineer — Bangalore, India

- Amplified the efficiency of the Temenos Payments Suite by integrating SQL with Python, achieving a 30% improvement.
- Reduced payment discrepancies by 25% through in-depth defect analysis.

Indian Space Research Organization (ISRO) — Jan 2015 - May 2015
Data Science Intern — Bangalore, India

- Collaborated with ISRO scientists on a spacecraft fault-tolerant autonomy project, meticulously handling extensive data, ensuring its integrity, and innovating solutions to reduce discrepancies by 15%. Published a research paper on IRJET journal.

Professional Development Projects

Career Advancement Navigator: AI-Driven Job and Skill Progression Tool: — Sep 2023 - Dec 2023

AI-guided career progression tool using LSTM and BERT for personalized job and skill recommendations. For a live demo, please visit **mroneai.com**

SJSU University Academic Assistant: Advanced Chatbot for Student Support: — May 2023 - Aug 2023

Advanced GPT-based chatbot with LLaMA and RAG technologies for instant and accurate student support. For a live demo, please visit **mroneai.com**

Education

Rutgers University, Master of Science (M.S) in Data Science, GPA: 3.7 — Jan 2017 - May 2018

M.S. Ramaiah Institute of Technology, Bachelor of Engineering (B.E) in Computer Science Engineering, GPA: 3.7 — Jul 2011 - May 2015

Skills

Programming/Tools: Python, Spark, PyTorch, C, C++, R, TensorFlow, JavaScript, Advanced Excel, Hadoop (MapReduce, Spark), HTML, JSON, Linux.
Databases and Visualization: Snowflake, AWS RDS, Postgres, Neo4j, Oracle SQL, MySQL, MongoDB, Tableau, Qlik Sense, SSRS, Matplotlib, Seaborn.
Cloud and Containerization: AWS (SageMaker, RDS, EC2, Glue, EMR, S3), Data Bricks (MLFlow, Auto ML), Dataiku, Knime, Docker.
ML/Stats: ML Algorithms, Time series analysis, Clustering, PCA, Stats, Bayesian, Linear Programming, ARIMA, Deep Learning, TensorFlow, Keras, NLP.
Adaptability: Rapidly adapts to new technologies and industry challenges, with a strong emphasis on applying data science methodologies to diverse business contexts, including ad-tech.