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| V V Dora Reddy S  **APPLIED MACHINE LEARNING || PURE MACHINE LEARNING || BIG DATA DEVELOPMENT PROFESSIONAL**  Expertise in Business Intelligence Solutions with hands-on experience in Big Data Technologies-Hadoop, HIVE, PIG, SQOOP, HBASE, KAFKA, OOZIE and SPARK.  vvdorareddys6666@gmail.com  +91-8886879248  Please provide your image | | |
| knowledge24x24icons Profile Summary | | |
| * Offering **nearly 7 years** of experience in creating **Business Intelligence Solutions**; currently working as **Applied Machine Learning Engineer** with **Roots Infosoft Technology Private Limited** * In-depth knowledge in **Statistics and Probability;** SQL Plus, Toad/SQL Developer for Designing SQL Statements * A keen planner, **strategist & implementer with proven success** in project management and effective management of various resources to meet project specifications * **Identified, collected, processed and analysed the data**, specimens, and/or samples according to established protocol, procedures & standards, as appropriate to specific objectives of the research study * Planned and **organized day-to-day research activities** and resolved procedural problems as appropriate to the timely completion of research objectives * Engaged in **Data Analysis, Statistical Model Building**, Predictive Analysis, Parameter Tuning, Visualization in Python | | |
| core24x24icons Core Competencies  **Business Intelligence**  **Solution Development**  **Research & Development  Machine Learning Data Mining / Deep Learning**  **Big Data Development Natural Language Processing**  **Training & Development Leadership & Team Management**  softskills24x24icons Soft Skills    Collaborator  Change Agent  Motivator  Communicator | | Technical Skills   * Machine Learning: Supervised Learning, Unsupervised Learning, Deep Learning & NLP * Big Data Technologies: Hadoop Eco Systems (Hive, Pig, SQOOP, HBase, Kafka), Horton works & Spark * Programing Languages: Core Java, Python, R and Scala * Python Libraries: Sklearn, Keras, TensorFlow, Matplotlib, Seaborn, NumPy, Pandas, NLTK * Database: Oracle, MySQL & SQL Server * No SQL: Hbase * Version Control Tools: GitHub * Reporting Tools: Tableau * Query Languages: SQL, HiveQL, CQL * Other Tools: SQL Developer, Jupyter Notebook, Spyder, WinScp, Eclipse   Notable Accomplishments Across the Career  Please segregate as per the organization   * Mentored and coached the project team on areas such as XXX (mention); planned and integrated the work of multiple teams on a project; provided input on team performance and reward * Performed data analysis and evolved ideas such as XXX (mention) in building the XXX (name) application * Evaluated the existing XXX (name) information management system and updated knowledge gaps by preparing the XXX * Ensured successful completion of the prestigious XXX *(name)* project within approved budget of INR XX Crores / US$ XX Million *(amount)* by continuous monitoring of budget movement and optimized utilization, as Project Lead * Recipient of awards such as XXX (mention) and YYY (mention) for technical coordination for a large project   exp24x24icons Organizational Experience  **Since Feb’12**  **Roots Infosoft Technology Private Limited, Hyderabad as**  Joined as **SQL Developer (Feb’12 – Aug’14)** rose to the post of **Big Data Developer (Nov’14 – Sep’16)** and currently working as **Applied Machine Learning Engineer Since Oct’16** |
| career24x24icons Timeline  **Since – 2016** Roots Infosoft Technology Pvt. Ltd. as Applied Machine Learning Engineer  **2014-2016** Roots Infosoft Technology Pvt. Ltd. as Big Data Developer  **2012-2014** Roots Infosoft Technology Pvt. Ltd. as SQL Developer | **Key Result Areas:**   * Executing data driven solutions to increase efficiency, accuracy, and utility of internal data processing * Designing data regression models, using predictive data modelling, and analysing data mining algorithms to deliver insights and implement action-oriented solutions to complex business problems * Engaged in performing Exploratory Data Analysis (EDA) to summarize their main characteristics, often with visual methods * Working on:   + Machine Learning (Predictive Analytics, Regression Techniques, Linear Regression, Logistic Regression, Decision Tree, SVM, Naive Bayes, KNN, K-Means, Ensemble Models, Random Forest, Dimensionality Reduction Algorithms PCA, Recommender systems, Gradient Boosting algorithms (GBM & Boost)   + Deep Learning (Artificial Neural Networks, Convolutional Neural Networks, Recurrent Neural Networks and LSTM)   + Importing data from Oracle, MySQL, Teradata into HDFS and Hive using Sqoop, TPT; studying Natural language processing (NLP) * Performing all phases of machine learning project lifecycle such as data extraction, data cleaning, transform, feature development, statistical analysis, build solutions and deploy machine learning models * Preparing automation scripts for repetitive tasks to save the development hours and improve the standards of the coding and testing activities | |
| D:\Icons\Projects-Handled24x24icons.png Projects Executed | |  |  | | --- | --- | | **Title:**  Client:  Scope:  Role: | **DAVRS (Dubshoot Audio Video Recommendation Systems)**  Mtouch Labs Pvt. Ltd., Hyderabad  Dubshoot Audio Video Recommendation Systems (DAVRS) is a two-model based system. One model which uses the numerical ratings of similar items (audio and video files) between the active user and other users of the Dubshoot app to assess the similarity between users’ profiles to predict recommendations of unseen items to both active and other users. Other model which uses the most popular items (audio and video files) dubbed by the users and recommended N- top or popular items to users.   * Liaised with stakeholders in understanding business problem and leveraged data to drive business solutions * Led concepts, methods and supported technology relevant to analytics * Performed data cleaning activities such as filling the missing values, smoothening noisy data, identified and removed outliers, removed constant & quasi constant columns and resolved inconsistencies * Identified trend and distribution change of the features using Exploratory Data Analysis (EDA) * Experimented with Machine Learning models for recommendation problems * Built machine learning frameworks to drive personalisation and recommendations * Managed model training, evaluation and testing * Coordinated with the UI Team to perform end-to-end testing with respective APIs * Deployed model in production, monitored and retrained model * Created a summarized document with finding using visualizations and other means | |  |  | | **Title**:  Client:  Scope:  Role: | **MAS (Management Awareness System)**  City of Detroit, MI, USA  The Management Awareness System (MAS) is the process of systematic analysis of a Detroit Police Department member’s performance patterns to alert supervisors of the possible need for intervention or special recognition. This system is a thorough, reliable and extensible platform for the acquisition, analysis, reporting and monitoring of early warning behavioural characteristics of members of Detroit Police Department.   * Analysed the right algorithm and metrics to be used to measure the performance of the model * Removed symbols, numbers using regular expressions and stopped words that carried less important meaning than keywords in Peer Description column * Applied Lemmatization on Peer Description to remove inflectional endings and return the base or dictionary form of a word * Applied tokenization on the Peer Description and removed certain parts of speech using the Named Entity Recognition * Converted peer description into vectors using Ngrams in TFIDF and BOW | |  |  | | **Title:**  Client:  Scope:  Role: | **InI (Implementation & Ingestion)**  Nissan, CA  The project involved in performing Data Ingestion from various existing Oracle, SQL Databases into HDFS. Team used Hive and several others tools to perform transformations and create appropriate tables and used to publish it to the Management as per their requirement and future Analytics purposes.   * Imported data from RDBMS to HDFS and HIVE using SQOOP * Collected & aggregated large amounts of log data using Apache Flume or Kafka and staged data in HDFS for further analysis * Created UDF’s with complex types as input and outputs for analysis and aggregations * Worked with:   + SPARK eco-system using SCALA & HIVE Queries on different data formats like Text File and Parquet   + Partitions, Bucketing concepts in Hive and designed both managed & external tables in Hive to optimize performance * Reviewed code as per the customer coding standards | | |
| edu24x24icons Academic Details | * B.Tech. (Civil) from V.R. Siddhartha Engineering College, Vijayawada in 2008; secured 81% * 12th from Githanjali College, Vijayawada in 2003; secured 96.2% * 10thfrom Triplaar School of Learning, Vijayawada in 2001; secured 86% | |
| Personal Details  **Date of Birth**: 19th June 1986 **Languages Known:** English, Telugu and Hindi (basic) **Address:** Swan Lake Appts., Tower 1, Flat 313, Sangeet Nagar, Kukat Pally, Hyderabad - 500072 | | |