Oshan Modi

Data Scientist

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Work Experience — 10 Years

Equal Experts, Bangalore — Oct'20 – present

- **Repeater prediction** – Trained a classifier to identify customers with high potential to repeat book for clients in travel and hospitality. This helped increase repeat bookings and improve customer retention.
- **In-Market Scoring** – Developed a classification model to estimate propensity of website visitors to complete a purchase. Data points related to customer demography and browsing behaviour were collected using http cookies.

DataYogi, Jaipur — Jul'17 – Oct'20

- **Covid X-Ray classifier** - A web-app to detect signs of COVID-19 based on chest X-Ray image. With > 90% classification accuracy, the app significantly reduced reaction time from a few days to just a few hours
- **Making sense of Physical documents** – Categorized output from an optical character recognizer, using RegEx, into different possible categories of an invoice, to analyse the spends on different products and services
- **Snap to road** – A neural network to find coordinates of roads in city maps. This was used to snap the position of moving assets to the nearest road in application UI

First AbuDhabi Bank, Dubai — Dec'19 – Mar'20

- **Customer Retention program** – Designed a retention program for credit card customers to address spend loss and card deactivation by leveraging customer transactions and bank relationship information.

HAL Robotics, Gurgaon — Sep'17 – Nov'17

- **Mobile device tracker** – A hidden-markov model to locate a wireless device using GSM cells, enabling monthly saving of $2,500 in google location API calls

Number Theory Software, Gurgaon — Apr'19 – Sep'19

Client: Indonesian Telecom Services Operator

- **Reload Frequency Monetisation** – A regression model to suggest the expected recharge amount of prepaid subscribers, one month in advance. Attributed to 2% increase in monthly recharge
- **Data Up-sell** – A classification model to identify subscribers with potential to increase internet consumption

Client: Indian Health Insurance Company

- **Claims Prediction** – Estimated the propensity of a health insurance applicant to make a claim in future, at the time of registration. The client could thus modify the insured sum and premium depending upon the estimated risk.

TransOrg Analytics, Gurgaon — Sep'14 – Jul'17

Client: Leading American Credit Card Company

- **Recommendation Engine** – Identified one out of multiple B2B products with highest acceptance propensity
- **Classification** - Categorized potential international payment clients based on projected profitability to improve targeting

Client: Leading Asset Management Company

- **Redemption Prediction Model** – Developed a predictive model to identify investors with highest probability to redeem their assets within the next two months

Client: In-house product development

- **Clustering** – Customer lookalike identification using an indigenous clustering algorithm

Client: Leading Indian SME Lending Company

- **Entity Matching** - Mapped records across different databases based on predefined rules using text and network analytics
- Reduced the record count by 27% with ~95% accuracy

Client: E-Commerce Logistics Company

- **Data Mining** – Using RegEx and open government data, extracted Flat No, Block and Street from 5,000 Indian addresses for delivery route optimization

Client: Leading Indian Telecom Services and Mobile Network operator

- **Predictive Churn Model** - Developed classification model to identify customers with high usage churn probability.

ZS Associates India Pvt. Ltd., Gurgaon — Jun'12 – Aug'14

Client: A US based pharmaceutical Company

- Delivered analytics projects in sales force effectiveness, exhibiting expertise in business analytics and decision science
- Consulted on engagements of sizing, deployment, incentive compensation and administration

Technical Skills

- Technologies – **R, Python**
- Skills – **Classification, NLP, Regression, Segmentation, Computer Vision, Shiny Applications, PyTorch, MLOps**