Pritha Datta

AI Transformation | GenAI Strategy| Enterprise AI | LLM Implementation | Machine Learning

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- **13+ years** of delivering AI/ML & data science initiatives across **Retail, FMCG, FSI, Real Estate and Leisure & Entertainment**
- Currently leading the **AI & Data Science** function at **Shamal Holding**, driving org wide adoption of **AI/ML & GenAI solutions**
- Proven track record in **transforming business operations with AI**, owning end-to-end delivery of **scalable products**, and building high-impact **cross-functional teams**

Core Competencies

- o **AI & GenAI Expertise:** Generative AI, LLMs, RAG, Semantic Search, Prompt Engineering, LangChain, Embedding Models
- o **Data Science & ML:** Time Series Forecasting, Regression, Classification, Clustering, NLP, Deep Learning, XGBoost
- o **Tools & Platforms:** Azure OpenAI, FAISS, Power BI, Power Automate, Synthesia, Figma
- o **Programming & Analysis:** Python (Numpy, Pandas, Scikit-learn, Regex, Matplotlib, Seaborn), SQL, R, SAS EG
- o **Leadership & Strategy:** AI Roadmaps, AI Product Ownership, Responsible AI & Model Governance

Experience

Shamal Holding
Senior Manager, Artificial Intelligence and Data Science   March 2024 – Present | Dubai, UAE

Leading Shamal's AI and Data Science function, with end-to-end ownership of the org – wide AI transformation

LLM-Powered Chatbots & Interfaces
- Architected & deployed LLM-powered customer chatbots for some of Dubai's iconic assets – such as *SkyDive Dubai, DeepDive & XDubai*
- Developed an internal finance chatbot that translates natural language queries into SQL and retrieves financial data from databases
- Built a Legal Q&A assistant that interprets complex policies using table parsing, visual cues, and semantic embeddings

AI Agents & Automation Tools
- Implemented a central AI-based Document search & classification system, improving access to knowledge assets
- Delivered AI-generated videos at scale for Shamal's digital & marketing team using an AI video creation platform
- Developed AI-enabled internal tools and workflows to streamline operations and empower business users with self-serve automation

Enterprise AI/ML Solutions
- Created customer personas and AI-driven cross-sell/up-sell models for key business units
- Established centralized BI dashboards and predictive models to ensure consistent reporting, financial planning, and efficiency

Fractal Analytics
Associate Director, Engagement Manager – FSI Practice   Sep 2021 – Mar 2024 | Dubai, UAE
Senior Consultant & Analytics Lead – CPG Practice   Mar 2016 – Aug 2017 | Mumbai, India

Offshore Delivery Lead | Solution Partner & Business Development
- Leading & mentoring a diverse agile talent pool of data scientists, engineers & BI developers to consistently exceed client expectations
- Client Solution partner for Forbes' Top 20 firms – across Retail, CPG & Insurance – to develop large scale Transformational Roadmaps

AI-based solution to transform customer digital journeys (FSI)
- Built a real-time solution to identify friction in the customer journey and recommend personalized products and services
- Applied AI/ML to analyze clickstream, social, chat, and IVR data, optimizing digital interactions and enhancing customer experience

Real-time Inventory Forecast (CPG / Retail)
- Built a real-time inventory and demand forecasting tool for the world's largest FMCG firm for 500+ Neighborhood stores

Product Recommendation & Contact Strategy (FSI)
- Built an ensemble model with Customer 360, integrating 15+ sources and 500+ features to deliver hyper-personalized offerings

Manipal Cigna Health Insurance Company

AVP, Advanced Analytics & Data Science, Actuarial Team   Nov 2018 – Sep 2021 | Mumbai, India

Set up the Advanced Analytics COE
- Led the implementation of an enterprise-wide data strategy, streamlining data collection and integration for faster, accurate decisioning

Fraud Analytics | Claims Fraud Detection Model
- Developed a Machine learning based fraud detection framework with end-to-end integration with TPA applications
- Identified frauds at an Underwriting & Claim submission stage using a predictive model built on structured & unstructured data

Customer Retention | Churn Prediction
- Machine learning based churn prediction model to curb customer attrition

Reliance Capital

Manager, Advanced Analytics & Strategy, CMO's office   Aug 2017 – Nov 2018| Mumbai, India

- Responsible for building the Center of Excellence (CoE) for advanced analytics across lines of various businesses – including Commercial Finance, Mutual Funds & Life / Health Insurance - to enhance group level customer value & relationship
- Collaborated with campaign managers and product owners to effectively orchestrate and execute impactful outreach campaigns

Tata Consultancy Services Ltd.

Sr. Business Analyst, Client Delivery Team   Jul 2015 – Jan 2016 | Mumbai, India

Registry Attrition Model for "Toys R US" – the largest toy retailer in the USA
- Using advanced modeling techniques, predict the probability of activation of dormant baby registries

Mu Sigma Business Solutions Pvt Ltd.

Sr. Business Analyst, Client Delivery Team   Jul 2012 – Jun 2015 | Bengaluru, India

Customer Propensity Model for US based wholesale retail client
- Predicted the customer level probability of purchase across the 1500 product categories – to drive retention & upsell campaigns

Demand Forecasting | Price Elasticity Model (Retail)
- Developed elasticities across markets and categories of products to help client in the pricing process, in order to maximize profits

Professional Achievements

- Awarded "Best Employee" at the Annual *R&R* event in 2019
- Awarded "Best org-wide initiatives" & "Best Cross Functional Team" in 2020

Education

Master of Arts – Economics   Jadavpur University, Kolkata, India   2012

Bachelor of Arts – Economics   Jadavpur University, Kolkata, India   2010