

Pradeep Kumarasamy

Data Science Engineer

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As a Data science professional With 6 years of robust industry experience, I possess expertise in machine learning, deep learning, statistical analysis, time series analysis, and natural language processing. I have successfully utilized these skills to drive operational performance improvements for clients. My passion for innovation, creativity, and ability to learn quickly has enabled me to work across industries and tackle a wide range of problem statements.

EDUCATIONAL QUALIFICATION

Bachelor of Engineering in Electronics and Communication , 2016

SKILLS

Programming Language: Python (Scripting | Automation) | **Frameworks:** Django, Flask | **Database:** MySQL, MS SQL

Machine Learning: Regression, Classification | **Deep Learning:** ANN, CNN, RNN | **NLP:** Transformers, Bert, GPT

ML Frameworks: scikit-learn, tensorflow, keras, statsmodels, pytorch, huggingface, SparkML, H2o.ai | **Cloud:** AWS

Others: Pandas, numpy, matplotlib, plotly, scipy, PySpark, Docker, Linux, GIT

PROFESSIONAL EXPERIENCE

Customer propensity and Uplift modeling

I Zuci Systems | Jan 2022 - Present

- Contributed to defining business deliverable requirements with stakeholders, taking ownership of the process.
- Designed the data model, implemented **normalizations**, and applied optimization techniques in the MySQL.
- Interpreted the linear relationship between independent and dependent variables, conducted Exploratory Data Analysis (**EDA**), and executed feature engineering.
- Applied descriptive analysis, inference statistics, and hypothesis testing, managing **z-scores** and **p-values**.
- Executed predictive analysis using **supervised algorithms** for propensity and implemented uplift modeling.
- Managed model segmentation and deployed ML models in applications on an **EC2** production server.
- Achieved a **90% accuracy rate**, resulting in a **20% increase** in business revenue.

Attrition Model

I Zuci Systems | Sep 2021 - Dec 2021

- Developed a **time series model** to **forecast** customer attrition for the upcoming month.
- Developed and implemented the application using **Flask** .

Risk Management in Advance

I Zuci Systems | Feb 2021 - Aug 2021

- Understood the business logic and implemented an **ETL** pipeline using **PySpark** for **batch data processing**.
- Predicting the customer Acquisition risk score (ARS Score) and improved model's performance metrics by 5 PP.
- Automated the entire solution to save time for the entire analytics team.

Digital CPP - NLP

I SolvEdge Technology | Mar 2019 - Jan 2021

- Contributed to the development of an **API** for the authentication and authorization module, including the generation of document variables using XML.
- Orchestrated the API for document navigation flow and managed the **Concurrency** Manager in the **MS SQL**.
- Worked in Text Pre-Processing, feature engineering, **information extraction** and **text summarization**.

Digital CPP - Data Science

I SolvEdge Technology | Mar 2018 - Feb 2019

- Engaged in data ingestion, pre-processing, cleaning, exploratory data analysis (EDA), and the application of feature selection and engineering techniques.
- Utilized the **Ensemble algorithm** to predict readmission of customers and reported the performance metrics.

Digital CPP - VR

I SolvEdge Technology | Nov 2017 - Mar 2018

- Build the application with dynamic color for overcome color phobia
- Developed information on pre and post-exercise routines, as well as details about foods relevant to various surgeries.
- Deployed the android application in oculus-go (**VR Tool**)

AWARDS & CERTIFICATIONS

High-3 excellence Award 2023

Best Performance Award Q2 2023.

PERSONAL INFORMATION

 <https://www.linkedin.com/in/pradeep-k-392645131/>

 <https://github.com/pradeepradee1>