ASHRIBAD JENA

MOBILE: +918847881793, EMAIL: ashribadjenads@gmail.com, LOCATION: Bangalore, India.

PROFILE:

Experienced and proficient in implementing statistical solutions and the machine learning solution across various business problems. Good at converting business/client requirements into analytical solutions. Builded models across different domains like Banking, Financial, Health care, pharmaceutical, Retail, insurance, location-based services etc.

RESPONSBILITIES:

● Data Scientist with 4 years of experience in building various models with end-to-end operations like Business understanding, problem identification, data collection, data understanding, data cleaning and model building.

● Implemented various techniques to improve the model accuracy like ○ Different Feature selection techniques, Feature Scaling, Different Feature transformation techniques etc.

● Worked in multiple parts for Retail, Banking, Health care, Insurance etc.

● Experienced in validating the model based on stability, accuracy, transparency etc.

●Experienced on performing various data operations like missing value treatment, outlier treatment, text based, special characters, huge size databases etc.

● Worked with different teams to understand the business and to implement successful solutions.
●Implemented brainstorming sessions, interviews and expert meetings to identify the client demand and key challenges.

ANALYTIC SKILLS:

Optimisation techniques, Confusion matrix, Reliability models, Stochastic models, Bayesian models, Classification model, Cluster analysis, Anomaly detection, non-parametric methods, Recursive Feature Elimination, PCA, Word cloud, Semantic Networks, Neural Networks, machine learning, deep learning, computer vision, natural language processing, data science etc.

TOOLS:

✓ Python ✓ R-programming ✓ SAS ✓ PySpark ✓ Caffe ✓ Tensorflow ✓ Keras ✓ Sckit-Learn ✓ Tableau Desktop & Server ✓ R Shiny ✓ SQL ✓ Git ✓ Docker ✓ Jenkin ✓ pytorch.

CURRENT COMPANY:

✓ BEPEC Solutions (03/08/2017-to- 31/12/2019).

ROLE: Data scientist and machine learning engineer.

✓ Addicor Technologies Pvt Ltd(27/01/2020-to-present)

ROLE: Data scientist.

QUALIFICATION:

❖ Bachelor in technology (2008-2012). Mark: 73.44%.

❖Master in technology (2014-2016). Mark: 84%.

PROJECTS:

1>>>>

Client-Advanz pharma.

Project-Feedback review.

Business case-Client wants to analyse the sentiment of customers. It's a purely NLP project. Where sentiment is Adverse drug reaction and NOT. So, our client decides to use machine learning for finding the sentiment over a drug used by customers. Client wanted to recognize the customers feedback over the drugs, which drugs is presently available in market and how the customers reaction over this drug. Is this drug have positively impact to the users or not by intake. In the first step we got the data from client is in csv format, the data features are customers feedback and classes are (adverse drug reaction or not). After understanding the data, we pushed the data into pre-processing. After removing all the errors from the data, we send them into training and testing. For training we used RNN(lstm). We got 89% accuracy.

Tools-Python, NLTK, TensorFlow, RNN(lstm).

2>>>>>

Client- NAAC BOARD.

Project-Detect the grade of the university or colleges.

Bussines case: - We know NAAC is board provides grade to the respective university or college in India. So here NAAC board facing problem in provide grading to respective, where grades are A (a++, a+, a) very good, B (b++, b+, b) good, C for satisfactory and D for unsatisfactory. So, all the time NAAC representatives are gone for physical verification but this time they want to automate this process. Here we used machine learning techniques for automation. We got data as pdf format and manually we extracted the data. Then, I send the data into different algorithms for training and validation but I got good consequence in Random Forest algorithm(accuracy:93.44%). This model is considered for the deployment.

3>>>>>

Client: WF International

Project: Fraud Analytics

Business Case: Risk identification is the major issue across any industry. WF international facing a major issue with risk related to loan approval. Identifying the low risk factor for customers is the most challenging issue. Roles and Responsibilities: · Before getting into the project we started with process mapping for entire loan approval process to get a better picture. · Extracted the information from the server. For better speed of analysis, we extracted it rather than stay in live connection · We used KMeans Clustering to understand about the data · We used Decision tree to understand the pattern and most impacting parameters to fall under low risk and high-risk customers. · Based on the understanding on data we got then we built the model with SVM for better separation from one class over the other class.

Tools: Python, pandas, numpy, matplotlib, sklearn, Flask, Tableu, R-programming.

4>>>>>

Client: Amough Solutions

Project: Service Ticket Allocation

Business Case: Amough Solutions is an e-commerce company delivering wide range of products to their customers. Due to more issues from the customers, even the service team taking huge amount of time to close a ticket. We built a solution to reduce the ticket closing time. Roles and Responsibilities: · Based on the problem we though to automate the process of ticket allocation to concerned team member based on the ticket, based on time taken by a team member and based on its severity. · We looked into the nature of data, most of the data was text format so by using NLP we converted this text data into vector representation · We built word-cloud to understand which issues are highly generated, which issues are taking more time and we captured more information on high repeated information. · Built the DTM and then to Naïve bayes to classify concerned team member allocation · Naïve bayes algorithm to give equal importance to each and every term in DTM Tools: python, nltk, pandas, numpy, matplotlib, sklearn, Flask.

5>>>>>

Client: X-Axis Solutions

Project: Improving the Sales

Business Case: Increasing the sales of X-Axis Solutions been one of the challenging issues. So, based on client requirement we built a machine learning model which can help X-Axis to grow their sales. Major issue with this project is to pick right parameters which are impacting the sales. Roles and Responsibilities: · We gathered a huge amount of information related to sales from various senior sales consultants based on the inputs from senior sales people · We captured the information from the clients CRM and started analysing the entire fields and how sales are changing based on other parameters · We looked into patterns and generated a sales flow chart to get better view about the sales process · We planned to deliver whether a person going to buy the product or not. If there is more probability for a customer to buy the product, we try best sales tricks what this person like based on similar customer records. · With the help of random forest, we solved this problem.

Tools: python, NumPy, pandas, matplotlib, Sklearn, seaborn.

6>>>>>

Client: BEPEC solution, Bangalore, KA.

Project Title: Adding Intelligence to our CRM and improving a conversion ratio using Artificial Intelligence

Project Description: Understanding customer patterns is one of the important activities in every business, based on customer pattern and customer status our next step was majorly planned in every business process.

Task-1: Based on customer status identify the topic whether the customer showing interest or not towards our product

Task-2: Based on location, status and type of business executive identify whether the lead going to be converted on not.

Task-3: Provide us with a product demo on any web application for both task-1 and task-2 Data Description: Customer Name, Location of the customer, Status whether lead converted or not converted and description with business executive name which explain about basic conversation between client and business executive.

DECLARATION:

I ashribad, hereby declare that the information contained here is true and correct to the best of my knowledge and belief