

Sri Rachana.G

(Data analyst)

AREAS OF EXPERTISE

Database administration

Data management

Data cleaning

ORACLE, SQL

Data analysis

Machine Learning

PACKAGES

Numpy

Scipy

Pandas

Scikit-Learn

Pytorch

Tensorflow

VISUALIZATION

Matplotlib

Plotly

Seaborn

Excel

Power point

Tableau

Power BI

PERSONAL SUMMARY

Highly energetic Data Science Consultant with 3.7 years of professional experience in data analytics, data science and machine learning and retail industry. Now looking for a suitable data analyst position with an ambitious company.

ROLES & RESPONSIBILITIES

- Proven track record to apply advanced analytics techniques like data mining , predictive modelling, statistical methods , ML .
- Experience in areas like statistical modelling, feature extraction & analysis ,supervised/unsupervised/semi-supervised learning.
- Good understanding of basic ML algorithm, like linear regression, logistic regression, random forest etc. and NLP
- Ability to extract data from diff databases i.e; SQL & other query languages & applying data cleansing , outlier identification , missing data techniques.
- Detail oriented, thorough and vigilant to collect all necessary data without missing critical components.
- Responded to requests from partners & commercial team in a timely fashion , providing accurate data analysis & findings.
- Have input on workload prioritisation , with informed view of relative value of each analytics request.
- Ability to streamline & propose new processes improvements.
- Been worked for diff projects helped me to adopt to changes quickly.
- Enthusiastic and friendly team player. Works well under pressure with minimum supervision.

WORK EXPERIENCE

1.Speech To Text Chatbot

Chatbots are simply automated programs that can perform repetitive and mundane work at a much faster rate than a human. Chatbots are actually the programs pretending to be humans that we can interact with through text or voice input we have developed a chatbot that can handle human queries effectively.

Client : Tech Mahindra

Responsibilities :

- Write and develop chatbot conversation architecture
- Adapt the chatbot conversation design to meet our clients' needs
- Conceptualise and design conversation flows
- Copywriting
- Work closely with the team to understand the needs of each chatbot product
- Undertake administrative and general company tasks as required
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2.Churn Modelling

The economics of the eCommerce business is in identifying the key triggers that may cause the customer to churn and then associating proactive engagement tactics to retain those customer.

Client : Ingenuitas

Responsibilities:

- Imported the required packages- numpy and pandas ,visualizations–seaborn ,and also the filterwarnings to ignore warnings , libraries-pycaret etc
- Built skills and knowledge in advanced analytics
- Done with statistical analytics , visualisation , research mecomputer programming source , access , manipulate

STATISTICS / ML ALGORITHMS

*Linear & Logistic
Regression*

K-Means

CNN

Agglomerative


Decision Tree

Random Forest

Naïve Bayes

PERSONAL DETAILS

*Sri Rachana. G
Bangalore , Karnataka*

 9148926610
sriachana7@gmail.com

DOB: 16/07/1994

Passport: Yes

Nationality: Indian

- Engineer data processes with data that typically have characteristics of volume , velocity and variety
- Built robust statistical models from the data and use the best coding practices to generate reproducible work .

3.Sales Driver Analysis

Driver analysis, which is also known as key driver analysis, importance analysis, and relative importance analysis, quantifies the importance of a series of predictor variables in predicting an outcome variable. Each of the predictors is commonly referred to as a driver. Delivered driver analysis for world's largest ecommerce giant

Client: Ozonetel

Responsibilities:

- Proposing a robust and reliable approach to the data sampling , model training ,re-training and quality assurance of the advanced analytics pipeline.
- Improving the data wrangling and preparation to increase efficiencies.
- Looking at the opportunities to move advanced analytics and machine learning algorithms into production environments, highlighting dependencies.

4.Campaign Management And Segmentation

The secret to creating more effective marketing campaigns begins with a process called clustering. We have implemented multiple clustering projects that can increase the sales conversion.

Client: Tech Mahindra

Responsibilities:

- Manage and own campaigns end -to-end from order building to inventory management to trafficking and billing.
- Provide support in all pre-sale services responsible for inventory avails across all markets and platforms.
- Co-ordinate avails and campaigns across regional sales teams.
- Flawless and trafficking and execution of sold campaigns through ad server management.

ACADEMIC QUALIFICATION

B.TECH : 2011-2015

JOB TENURE

Tech Mahindra : NOV 2017 – JUNE 2021

