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| SUHAS VAITLA **Data Scientist – Analytics Modelling | Machine Learning | Reporting- Over 6.5 Years of Experience** Employer Details:LSURESH@ARCHENTS.COM /  614-335-4163SURESH@ARCHENTS  C:\Users\Satya\Downloads\71610097_Vaitla Suhas.jpgto | | |
| core24x24icons Key Skills   |  | | --- | | Data Solutions | |  | | Statistical Solutions | |  | | Machine Learning | |  | | Analytics & Forecasting | |  | | C:\Users\Satya\Desktop\128px-Tools.svg.png Tools  SAS Enterprise Guide(SAS EG) | |  | | PySpark | |  | | Tableau | |  | | R | |  | | SAS Enterprise Miner | |  | |  |
| knowledge24x24icons Profile Summary |
| * 6.5 years of extensive professional experience in Data science/Business Analytics/Intelligence * Graduate from Indian School of Business-Hyderabad, 1 year Business Analytics program, Feb 2017 * SAS E Miner Certification from SAS institute * Worked directly with clients, end business users & top management to implement analytics solutions resolving business problems * Proficient in applying consultative approaches to solve complex business processes - Forecasting,   Segmentation, propensity models, predictive and prescriptive analytics.   * Experience in designing visualizations using **Tableau software** and Storyline on web and desktop platforms, publishing and presenting dashboards. * Proficient in Machine Learning techniques (**Decision Trees, Linear, Logistics, Random Forest,**   **SVM, Bayesian, XG Boost, K-Nearest Neighbors**) and Statistical Modeling in Forecasting/  Predictive Analytics, Segmentation methodologies, Regression based models, Hypothesis testing,  Factor analysis/ PCA, Ensembles.   * Excellent knowledge of **Hadoop** Ecosystem and **Big Data** tools as **Pig**, **Hive** &**Spark.** * Experienced in tuning models using Grid Search, Randomized Search, K-Fold Cross Validation. * Proficient in **Python** and its libraries such as NumPy, Pandas, Scikit-learn ,Tensor Flow, Matplotlib and Seaborn * Diverse work experience in working with statistical software (SAS, R), Scripting (SQL), ETL tools (SAS Data Integrator, SAS Enterprise Guide) * Worked on Jupiter notebook, *PySpark* through cloud platform in EC2 instance using putty and evaluated models using Cross Validation, Log loss function, ROC curves and used AUC for feature selection. * Calculated specificity and sensitivity from error matrix to visualize the performance of a classification model on a test data for which the true values are known. * Determined which model predicts the classes best in classification analysis using *AUC* and*ROC* by plotting true positive rates against false positive rates. |
| Career Timeline | | |
| 2017-Till Date  Image result for prajwal business services pvt ltd  Program in Business Analytics from ISB  Archents-Advanced Analytics Manager  C:\Users\Admin\Downloads\yellowIcon.png  2017  C:\Users\Satya\Desktop\logo-new.png  HCL Technologies- Data Scientist  2015-2017  PGDM (Operations & Finance) fromIMT  2013-2015  C:\Users\Satya\Desktop\hcl[adivisionofhclinfosystems]30.png  Image result for imt logo  2010-2013  Prajwal Business Services  Associate Consultant | | |
| Academic Course Work & Projects (ISB’s Business Analytics Program)   * Education | **Exceptional Projects with ROI**   * **Route Optimization Model-** Implemented nonlinear optimization model for reducing empty miles, increasing driver capacity and thereby reducing cost per mile for XPO Logistics Dray operations   ROI : 3M$/ Week over 48 terminals across North America Transport  **Post Graduate** : MBA (Operations & Finance) from IMT, Hyderabad in 2015  **Graduate:** B.Tech. (Bio-Technology) from GRIET, JNTU, Hyderabad in 2010 |
| * Certification   exp24x24icons Work Experience  **Dec’17 Till date** | * ISB Certification Program in Business Analytics from ISB in 2017 * Tableau Desktop 9 Qualified Associate * R from Data Camp * SAS E Miner * PY Spark from UDEMY   **Role:** Advanced Analytics Manager  **Employer**: Archents Inc  **Client :** XPO Logistics  **Location:** Dublin, Ohio  **Roles and Responsibilities**   * Communicate and collaborate with stake holders on technical and business operations to identify business process problem areas, give solutions to result in bottom line revenue * Develop and design forecasting models for various finance metrics * Develop and implement regression models and segmentation models for operational metrics * Deep dive analysis of route bottle necks , gross margin drivers to enhance inputs to the pricing models * Develop hypothesis testing for various problem statements * Source and collect all information into large data sets from various internal and external elements. * Implement statistical models for linear and non-linear optimization models. * Write reporting stories with various dashboards and power points to align the outputs of results to convey to the users.   **Spot Price Prediction Model**   * Built a model to predict spot bids for Intermodal pricing * Build a logical regression model to predict the win/Loss of the bid based on history of bids and market information * Build non-linear optimization rules engine to give the right price for spot bids based on various constraints of capacity, OD pairs, * Data preparation- data cleaning, variable identification and exploratory analysis. * Deliver report stories on Gross Margin drivers, pricing analysis , bid analysis and recommendations models with different batches of data to optimize the models and prevent ov * Used cross-validation to test the overfitting. * Experimented with Ensemble methods to increase the accuracy of the training model with different Bagging and Boosting methods. * Deployed the model on AWS EC2 using Flask.   **Dray Move Optimization:**   * Built a model to efficiently route the trucks and drivers based on the appointment windows * Built a forecasting to get the available inbound and outbound capacity of trucks and drivers * Build a Heuristic model to route the trucks and drivers in shortest possible path considering all the constraints and conditions * Report visualization to show the route/map for each driver * Improvement in service levels to keep up the appointments for customers |
| exp24x24icons Work Experience  **Mar’17 to Dec 17** | **Role :**Data Scientist  **Employer:** Quantafic Business Solution  **Client :** Axis Bank  **Location :** Mumbai , India  **Roles and Responsibilities**   * Devise B2C (business to consumer) integrated marketing campaigns for the liability products with the aim of acquiring and retaining customers * Manage the implementation, tracking and measurement of marketing campaigns * Analysing the liability customer base for designing the micro segmented strategy to develop new campaigns. * Deep dive analysis of performance of the campaign and publishing the insights to the stake holders * Automation of feature Utilization dashboard for the priority customers. * Interacting with the stake holder for understanding the business objective through campaign and identifying the base for the campaign. * Delivering regular reports of campaign results(Batch and Triggers) * Designed, developed and maintained daily and monthly summary, trending and benchmark reports in Tableau Desktop.   Demat Propensity Model   * Built a model to predict customer to but Demat Product from the client. * Built a binary classifier to classify whether a customer of probable of opening a demat account with the bank. * In preprocessing phase, used Pandas to remove or replace all the missing data and balanced the dataset with Over-sampling the minority label class and Under-sampling the majority label class. * Used PCA and other feature engineering, feature normalization and label encoding Scikit-learn preprocessing techniques to reduce the high dimensional data (>150 features) using entire customer transaction data * In data exploration stage used correlation analysis and graphical techniques in Matplotlib and Seaborn to get some insights about the customer. * Experimented with predictive models including Logistic Regression, Support Vector Machine (SVC), Gradient Boosting and Random Forest using Python Scikit-learn to predict whether a customer might be converted for new product.   Leads Prediction-Digital Marketing:   * Developed boosting machine learning algorithm to implemented regression tree for customer classification * Prediction by each segmentation to come up with target customers who can be acquired for the bank products. * Acquired the data of size **120k records** from various sources and performed querying operations to get the required data for the analysis. * Loaded the data into **SAS**, analyzed the data set and prepared prediction model for various prediction variables. * Log & (1/x) Transformations were used before creating prediction models and eliminated outliers using **partial regression plots**. * **Selected the best model** out of all the models using techniques like forward elimination, **backward elimination** and stepwise approach. * Used F-Score, AUC/ROC, Confusion Matrix, Precision, and Recall evaluating different model’s performance. * Used Python 3.X (NumPy, SciPy, pandas, Scikit-learn, seaborn) and R (caret, trees, arules) to develop variety of models and algorithms for analytic purposes. * Provided delivery recommendations on optimal shift schedules, material handling solutions, Staff Employment and purchase of additional equipment as a function of service demand, and production control logic.   **Role:** Data scientist  **Employer:** HCL Technologies  **Client :** Deutsche Bank  **Location :** Bengaluru , India  Roles and Responsibilities   * Spearheaded a team of 10 members for providing analytical solutions for a banking company. * Worked as OR/Pricing consultant for 3years, the work stream involved very close interaction with clients in BFSI domain to support business decisions backed by data driven insights. Key projects * Worked as consultant with team of 3 for finance company to help analytical insights into credit card analytics, liability account.   Credit Card interest Model   * Implement model to come up with right interest charge based on department targets for credit card. * Identified different logged-in patterns based on product, customer demographics, segment. MDAB , Cross holdings , Credit and debit activity , Credit bill payments and sourcing channel * Data preparation- data cleaning, variable identification and exploratory analysis. * We compared various classification algorithms like logistic regression, decision tree, Naïve Bayes classifier. * Develop linear optimization engine to take inputs of models and history and constraints and come up with right interest charge friendly for the customer and aligning with goals of finance department * Visualized graphs and reports using *matplotlib, seaborn and panda* packages in python on datasets for analytical models to know the missing values, outliers, correlation between the features. * Used *Tableau* visualization software for visualizing the results of the model by transforming data into dashboards that look amazing and are also interactive. * Creating user stories, sub tasks, epics in *JIRA* for the project. To track the flow of the project used Kanban board throughout different phases of lifecycle. * Written complex SQL queries using complex joins, nested sub-queries, aggregation etc., for usage in BI Reporting**.**   TD Propensity Model   * Identifying targeted customer for cross selling New TD using RM based campaigns. * Decision tree classifier is used for generating customer scorecard month on month. * Worked on different types of datasets for making predictive analysis using machine learning algorithms like supervised (*Regressions, classification, clustering),* unsupervised (*K-Means, Hierarchical clustering*) and semi supervised. * Used EM algorithm frequently for parameter estimation of a statistical model using Maximum Likelihood Estimation (*MLE*). * Analyzed the performance of a classification algorithm using confusion matrix technique on a set of test data for which the true values are known. * Worked with data scientist, Hadoop developer to gather specific requirements in a sprint planning event that aims to define a sprint backlog, identify the work for the sprint, and make an estimated forecast for the sprint goal. * Utilized python *scikit-learn* using machine learning algorithms deployed different predictive models and chosen the model that has high accuracy and low variance in the data. * Implemented dimensionality reduction methods like *PCA, t-SNE* for features reduction to emphasize variation and bring out strong patterns in a dataset and used to make data easy to explore and visualize.  |  | | --- | | Single Customer View of Credit Card dashboard using Tableau   * Dynamic Single customer centric dashboard which includes all the important KPI’s for Decision making * Designed and created multiple worksheets, analytical reports and Data Visualization Dashboards to help users for identifying Key Performance Indicator along with strategic planning in firm using Tableau as Data Visualization as per the requirements of the end user. * Used various statistical methods like *Hypothesis Testing, Chi-Square test, Control charts, t-Test, ANOVA*, Correlation Techniques, Statistical Process Control and Descriptive Statistics. |   **Role :**Data Analyst  **Employer:** Prajwal Business Services Pvt. Ltd.,  **Location:** Hyderabad  Significant Accomplishments:   * Integrated business solutions with organizational goals while reaching consensus of the stakeholders; applied advanced sampling & data analytic techniques to help with strategic initiatives, roadmaps & process models * Improvement of assembly line process that map the inventory cycle to add revenue to bottom line of manufacturing department   IT Workflow Dashboard   * Data preparation involved computation like sales, Production, inventory, lead times , cycle times aggregation for current and previous year/month for 300 products * Visualized year on year and month on month summary of incidents segmented on basis of applications, inventory ageing and duration. * Comparative analysis month on month for easy decision making. * Completely linked dashboard summary to summary and summary to details for easy navigation. |
| Previous Experience  **Jul'15 to Mar’17**  Previous Experience  **Aug'10-May'13** |
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