R M Purushoth Kumar

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Senior Applied Data Scientist with 5+ years of experience in Data Science & Analytics, specializing in Causal Inference, Recommendation Systems, and Product Analytics. Proven track record of delivering actionable insights through advanced analytics, A/B testing, and intuitive dashboards.

Work Experience

Senior Applied Data Scientist, Games 24x7 Pvt Ltd   *Apr 2022 – Present*

- Spearheaded POCs via experimentation, identified high-value opportunities, and drove high-impact roadmaps
- Analyzed user behavior, personalized in-app content, built fraud detection systems and improved engagement
- Implemented model monitoring to track performance, detect drift, and ensured business objective alignment
- Secured a Pre-Placement Offer for a Data Scientist role following a successful 6-month internship during PGDBA

Senior Data Analyst, Uber India Research and Development   *Apr 2019 – Oct 2020*

- Strategized spend reduction plans as the analytical SPOC for Product Based Revenue Metrics and GB (India SA)
- Built interactive KPI dashboards on Plotly, Google Sheets and Tableau and automated business review reports
- Reduced monthly refund abuse for India SA by 62% by deploying an automated system using RFM approach

Business Analyst, Affine Analytics   *June 2018 – Apr 2019*

- Generated targeted customer level recommendations to drive marketing campaigns of client travel company
- Awarded "Fresher of the Year 2018" as recognition for individual contribution to the project

Projects

Entry Fee Recommendation System   *Games 24x7*

- Built a Contextual Multi-Armed Bandit using XGBoost and SquareCB to improve user retention and revenue
- Used IPW to de-bias training data, observed 7% MoM retention and 1.2% ARPU lift during experimentation

Deposit Amounts and Offer Personalization   *Games 24x7*

- Created personalized deposit tile sets and bonus offers by leveraging Conversion Probability and 30-day revenue forecasts for new users, and Decision Tree & XGBoost models for existing users
- Achieved a 23% increase in bonus offer uptake and a 2.8% rise in Average Deposit per User (ADPU)

Player Skill Estimation   *Games 24x7*

- Estimated player skill early in their lifecycle using gameplay features to support conversion marketing campaigns
- Applied a classifier that boosted conversion by 4% and grew new user participation in high-value games by 12%

GameSense: AI-Powered Player Progression   *Games 24x7*

- Identified correlation between early user skill and long-term retention, linking 2 wins to 27% higher retention
- Leveraged Amazon Bedrock and Claude-3 Sonnet to evaluate gameplay behavior and user skill patterns under 2s

In-App Help Section Revamp   *Uber*

- Set up and analyzed A/B tests to to guide users towards choosing the right issue category with guardrail metrics
- Achieved a 16% year-over-year reduction in support costs for the India South Asia region post-scale-up

Technical Skills

Programming Languages and Tools: SQL, Python(Pandas, Pyspark, Scikit Learn), Tableau, Docker, Git, Jenkins

Big Data & Cloud Technologies: Databricks, ML Flow, AWS Stack, Hive, BigQuery, Kafka, CI/CD (Jenkins)

DS Techniques: A/B Testing, Statistical Modeling, Hypothesis Testing, Predictive Modeling, User Segmentation, Cohort Analysis, Machine Learning (Supervised & Unsupervised), Regression Analysis, Reinforcement Learning

Education

IIM Calcutta—IIT Kharagpur—Indian Statistical Institute   *Oct 2020 - Apr 2022*
PGDBA: Post Graduate Diploma in Business Analytics

Indian Institute of Technology Kharagpur   *June 2013 - Apr 2018*
Dual Degree (Btech + Mtech): Biotechnology and Biochemical Engineering