ATHUL KV [premium] [Featured]

Associate Data Scientist, Customer behavior seeking roles in Data Analytics,Business Analysis,Business Intelligence,Machine Learning,Predictive Analytics,Statistical Modeling,Data Visualization,Data Mining,Logistic Regression,R,Python,SQL,Tableau

Current Designation: Associate Data Scientist, Customer behaviour

Current Company: Pristine Retail Solutions

Current Location: Chennai

Pref. Location: Bengaluru / Bangalore,Pune

Functional Area: Analytics & Business Intelligence

Role: Data Analyst

Industry: IT-Software/Software Services

Marital Status: Single/unmarried

Key Skills: Associate Data Scientist, Customer behavior,Data Analyst,Data Analytics,Business Analysis,Business Intelligence,Machine Learning,Predictive Analytics,Statistical Modeling,Data Visualization,Data Mining,Logistic Regression,R,Python,SQL,Tableau

Verified :   Phone Number | Email - id

Total Experience: 1 Year(s) 5 Month(s)

Notice Period: 1 Month

Highest Degree: B.Tech/B.E. [Chemical]

ID: d84d5a0acbd44945a0d29c1c86a71a44   Last Active: **Jan-Mar 2020**   Last Modified: **Jan-Mar 2020**

Summary

A focused professional offering 1.5 years of experience in Data Analytics,Business Analysis,Business Intelligence,Machine Learning,Predictive Analytics,Statistical Modeling,Data Visualization,Data Mining,Logistic Regression,R,Python,SQL,Tableau

Work Experience

Pristine Retail Solutions as Associate Data Scientist, Customer behaviour
Jul 2018 to Till Date

Junior Data Scientist, Customer behaviour July 2018 - June 2019
Associate Data Scientist, Customer behaviour June 2019 - Present
*   Household offer redemption probability model
o   Analyzed transaction and personalized offer data of households and visualized using R and Tableau
o   Built a model that can predict household offer redemption using stacking ensemble learning technique with Naïve-Bayes, Adaboost and Random Forest
o   Proposed strategies for offer allocation and recommendation to improve the household loyalty
*   Developed a service to obtain the N best-matched offers for each household from the weekly circular
*   Research on customer behaviour
o   Analyzed customers transaction data and all other related factors to understand why a household buys an item and to identify the opportunity to grow the basket
o   Created a framework to learn the customer behaviour by considering all the key aspects

Education

UG: **B.Tech/B.E. (Chemical)** from **Indian Institute of Technology (IIT), Chennai** in **2018**

IT Skills

Skill Name	Version	Last Used	Experience
R, Python, SQL			
MySQL, H2O.ai, data table			
Rshiny, Tableau			

Languages Known

Language	Proficiency	Read	Write	Speak
English	Expert			

Affirmative Action

Physically Challenged: No

Work Authorization

Job Type: Permanent

Employment Status: Full time