

# Rakesh Ravi K U | Data Scientist

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Medium.com-profile

## Education

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### Master of Science in Data Science

University of Virginia, Charlottesville

2018 - Present

### Bachelor of Technology, Mechanical Engineering

SRM University, Chennai, India

2010 - 2014

## Work Experience

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### Research Assistant - Data Science, University of Virginia

Jul 2018 - Present

- Performed topic modeling and event identification using social media data for one of the top baseball leagues

### Senior Data Analyst, Media IQ, Bangalore

Jul 2017 - Jun 2018

- Devised campaign strategy, built reporting capabilities and handled business reviews through data analysis.
- Published a **dashboard on Tableau** for an e-commerce advertiser which displayed results based on market basket analysis of website data. This was (**utilized by the advertiser for effective cross-selling** in Europe) utilized by the advertiser for effective cross-selling.
- Deployed a **Random Forest** model on user engagement data for an advertiser which doubled the conversion rate of their campaign and resulted in 100% increase in advertising budget.

### Business Analyst - Global Performance Delivery, InMobi, Bangalore

May 2015 - Jun 2017

- End to end ownership of delivery of campaign analytics from agency advertisers within Europe in terms of revenue and relationship. (**Over 30 of InMobi's revenue** in Europe).
- Built and managed large data sets to define network benchmarks for engagement rates across regions which helped clients assess their ad performance.
- Automated the delivery of daily revenue stats by collating data that was extracted from three orthogonal reporting APIs. These stats were utilized by the entire global team for monitoring their campaigns.

### Freelance Data Analyst, Canada Financial, Vancouver

May 2015 - Jun 2017

- Automated Canada Financial's internal report aggregation systems by conceptualizing a standardized reporting template for all their partners.
- Built a comprehensive **dashboard to provide an overview of KPIs** for their business functions and a detailed analysis of margins for different levels of the organization.

## Data Science Projects

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- **Characterization of cyber-criminal activity at UVa:** Building a deep learning model to detect malicious cyber activity based on data collected from honeypots on the UVa network. The goal of the project is to build anomaly-based intrusion detection system detect malicious cyber activity
- **Hotel Recommendation System - Booking.com:** Built a recommendation engine in Python using k-means clustering algorithm on data scraped from booking.com. The recommendation engine was powered with user satisfaction scores from sentiment analysis performed on user reviews.
- **Flight Delay Prediction - FAA Data:** Built a machine learning model that was able to predict flight delay on FAA flight logs for the year of 2015. The model's area under curve in the ROC curve was 0.65.

## Significant Achievements

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- Data Science Student Council - University of Virginia (2018 - 2019)
- College Tennis Experience- University of Virginia (2018 - 2019), SRM University (2010 - 2014)
- Nationally ranked Tennis player (2005 - 2010) and certified Tennis coach (2016 - Present)

## Data Science Skills

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- **Database** - MySQL, HiveQL, AWS
- **Data Analysis** - R, Python
- **Data Visualization:** Tableau, R-Shiny
- Fastai by Jeremy Howard and Deep Learning Specialization by Andrew NG