

# Abhishek Pasupuleti

## Data Scientist

A passionate and keen engineering professional with expertise in designing and executing solutions for complex business problems involving analytics, predictive modeling and machine learning based solutions.

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📍 Mumbai, India

## SKILLS

Machine Learning

Data Analysis

Statistical Analysis

RDBMS

AWS Cloud

Power BI

Business Reporting

Solution Architect

NLP

Python Programming

R Programming

Deep Learning

Time Series Analysis

## BUSINESS DOMAINS

★ Insurance

★ Credit Risk

★ Manufacturing

★ Oil & Gas

## WORK EXPERIENCE

### Sr. Data Modeler

Experian India Pvt. Ltd.

09/2021- Present,

Mumbai, India

*Roles and Responsibilities : Team Lead, ML Engineer, Product Manager*

*Projects:*

- **Credit Score Development for MSME segment customers:** Development and Deployment of Credit Score for MSME segment customer (15 L+ customer base) with help for Credit Bureau data
- **Location based risk and customer analysis :** Leverage geo-coded data (30cr+ addresses. across 20 cities, sorted by tier) to understand customer profiles at micro market level, developed risk and sales indices with competitor analysis to support customer-centric offerings
- **Fraud identification and prevention system:** I worked on Hunter (Experian's fraud engine) platform to implement ML - applications. In particular, I developed and implemented the Hunter fraud score for faster application processing. My experience in Hunter fraud score extends to APAC countries as well. Received Spot award for successful deployment of project

### Business Analyst

HDFC Life Ltd.

03/2020- 09/2021,

Mumbai, India

*Roles and Responsibilities : ML Engineer, Solution Architect*

*Projects:*

- **Gamification of incentive-driven insurance policy life cycle management:** Develop semi-supervised and supervised algorithm-driven incentive distribution and task assignment for field-level agents individual to drive performance and gamify. Received Employee of the

Quarter award for the efforts

- **Predictive modeling for lead conversion:** Develop supervised algorithms and models based on statistical data of channels and sub-channels along with demographic and credit and financial data of customers for ML assisted prioritization of leads for better lead conversion
- **Product recommendation for Life Insurance customers:** Develop supervised algorithms for statistics-driven Product Recommendation Engine to identify next best product for the customer

## Sr. Consultant

Deloitte Touché Tohmatsu LLP.

05/2018 - 03/2020,

Mumbai, India

*Roles and Responsibilities: BI Developer, ML Engineer, ML Consultant*

*Projects:*

- **Pricing Strategy for Large FMCG Company:** This strategy uses pricing model which assist company to price their product competitively in all sales regions.
- **Cross Sell Upsell Model for Nationalize Bank:** The model assists Sales team to approach customers who have higher propensity of buying a particular product. Thus reducing sales cost and improving sales by (40%)
- **Pricing Strategy for Print Media house:** With help of statistical methods identified price elasticity for Ad space in major regional language print media house

## Data Analyst

Annet Technology Pvt Ltd.

01/2017 - 04/2018,

Mumbai, India

*Roles and Responsibilities: BI Developer, ML Engineer*

*Projects:*

- **Real Estate Analysis:** Predict tenant renewal probability, rent abatement value, Tenant improvement prediction
- **Sentiment Analysis For Insurance Company:** To understand customer sentiment for ongoing campaign. Improve brand awareness & reputation, Device better marketing strategies.
- **Customer Footfall analysis using computer vision:** Used open source vision algorithm in python to identify customer footfall

## EDUCATION

### Post Graduate Diploma in Machine Learning And AI

IIIT Bangalore

09/2019- 08/2020,

### M.Tech in Software Systems

B.I.T.S Pilani

01/2013 - 01/2015,

### B.Tech in Electronics And Communication Engineering

Mumbai University

08/2007- 05/2010,