Lekha Sri Varikuti, Data Scientist

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LINKS	https://www.linkedin.com/in/lekhasrivarikuti/

PROFILE

Total 3+ years of experience in Data Science & Engineering. M. Tech in Artificial Intelligence & Machine Learning with Specialization done in Natural Language Processing

DISH Network Technologies

- Industry - Media & Telecommunication (**A fortune 200 Company, US Product based Company**)
- Roles/Hired as **Engineer**

Virtusa

- Industry - IT Services & IT Consulting (**MNC**)
- Roles/Hired as **Associate Engineer-Technology**

WORK HISTORY

Aug 2022 — Present   **Engineer, Enterprise Data science team, DISH Network Technologies**   **Bangalore**

Dish Enablement Forecasting Tool (DEFT)

- Conducted extensive data analysis and exploratory data analysis (EDA) on large demographic, viewership and subscriber datasets to identify trends and patterns enhancing marketing strategies.

- Predicted customer churn resulting in a significant reduction in customer attrition and improved revenue retention.

- Added new business features such as TV ON/OFF factor, 15s factor to already existing enablement forecasting jobs in production environment
- Worked with AWS RDS databases to extract and manipulate data, AWS lambda for efficient data processing and extraction

Platform Agnostic Forecasting tool (PAFT)

- Played a key role in the design and architecture of the data pipeline, ensuring a scalable, maintainable, and efficient framework that meets business requirements and technical standards

- Collected and integrated code from AWS Lambda functions, presented the code within Databricks notebooks, and implemented a streamlined pipeline for automated execution

Ratecard

- Performed model metrics calculation and conducted data drift analysis to ensure model accuracy and stability over time

- Conducted comprehensive benchmarking of model performance metrics to ensure accuracy and reliability in forecasting models

Adhoc works

- Created interactive data visualizations and dashboards in Azure Databricks to communicate findings effectively.
- Developed generic plugins in Dataiku DSS
- Proficient in monitoring job performances as part of ML Ops practices, ensuring continuous optimization and efficiency in data pipelines

May 2022 — Jul 2022   **Associate Engineer-Technology, Data science team, Virtusa**   **Pune**

- Performed Various sanity checks to the data and validated the data availability

- Contributed to data cleaning and preprocessing tasks to ensure data quality and integrity

- Utilized Agile project management techniques with Jira Software, managing backlog grooming, sprint planning, and release management

Jan 2022 — Apr 2022	**Intern, Virtusa**	**Online**

- Spearheaded a deep learning initiative to classify disaster tweets as real or false, leveraging diverse datasets encompassing various calamities and emergencies
- Applied advanced natural language processing techniques for data cleaning, feature extraction, and model training, utilizing state-of-the-art models such as BERT, ROBERTA, and ALBERT

SKILLS

- **Programming languges**: Python, SQL, Scala
- **Collaborative Platforms**: Azure Databricks, Dataiku DSS
- **Amazon Web Services**: Lambda, SNS, SQS, EC2, RDS, API Gateway
- **Algorithms**: Deep Learning, Machine Learning, NLP
- **CI/CD** : Git and Gitlab
- **Agile softwares**: Rally, Jira

CORE AREAS

- Predictive Modeling
- Descriptive Modeling
- Exploratory Data Analysis (EDA)
- Natural Language Processing (NLP)

- Regression: linear/ tree based
- Ensemble : random forest
- Classification: Logistic, Decision Trees
- Statistics: Hypothesis testing, ANOVA

HONORS & AWARDS

Aug 2023, Dish Networks	Received commendation from the Onshore team's Product Manager for my remarkable professional development within the team, contributions, and exceptional proficiency in communication skills
Jan 2024, Dish Networks	Recipient of spot award for exemplary technical capability and demonstrating adept problem-solving skills. Committed to continuous skill enhancement and contributing to team success

EDUCATION

Oct 2023 — Oct 2025 (Expected)	**M. Tech, Birla Institute of Technology And Science**
	Area – Artificial Intelligence & Machine Learning
	Specialization – Natural Language Processing (NLP)
May 2018 — May 2022	**B. Tech, Vasireddy Venkatadri Institute of Technology (affiliated to JNTUK)**
	Specialization - Computer Science & Engineering (C.S.E)
	CGPA - 7.85/10.0