Mukilan S R

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Coimbatore, India.

I am a Data Scientist with a strong aptitude for transforming raw data into actionable insights using advanced analytical methodologies and data engineering techniques. Proficient in leveraging machine learning algorithms, statistical modeling, and predictive analytics to drive strategic business decisions. Demonstrated expertise in evaluating large, complex datasets and providing data-driven recommendations that enhance operational efficiency and business growth. Committed to staying at the forefront of technological advancements to continuously deliver impactful results.

EDUCATION

Coventry University — **Coventry, United Kingdom**
Master of Science in Data Science — *Sept 2021 – Sept 2022*
KPR Institute of Engineering and Technology — **Tamil Nadu, India**
Bachelor of Engineering in Computer Science and Engineering — *Jul 2017 – May 2021*

WORK EXPERIENCE

Croud — **Shrewsbury, United Kingdom**
Associate Data Scientist — *Sept 2022 – Dec 2024*

End-to-End Incrementality Tests:

- **Design -** Facilitated stakeholders in discerning pertinent KPIs for marketing endeavors, conducted exhaustive market research for Geo-Split testing to identified target demographics, leveraging in-depth analysis of historical data across diverse platforms (UA, GA, CRM), culminating in actionable insights driving strategic decision-making.
- **Data Transformation/Engineering -** Utilized DBT, SQL, and Python to extract, clean, and transform data from multiple sources, ensuring data integrity and consistency.
- **Analysis -** Spearheaded a series of rigorous causal inference tests (A/B, Pre/post, Geo-split), employing advanced statistical analysis and machine learning methodologies to dissect and elucidate intricate cause-and-effect relationships.
- **Result Delivery/Presentation** – Presented key insights and actionable recommendations to senior management and stakeholders through clear and concise presentations**.**
  One of many Notable Impacts - Designed and implemented a cannibalization Geo-Split test to evaluate the impact of pausing brand PPC spend, hypothesizing that SEO would compensate for traffic and revenue without any financial risks. The successful optimization strategy saved marketing budget by £65K per week without reducing revenue, demonstrating significant cost efficiency.

Contributions:

- Collaborated closely with the data engineering team on a feed replacement project utilizing DBT and SQL, successfully delivering feeds for multiple countries. Enhanced data quality and efficiency by implementing automated data processing pipelines, reducing manual effort by 11%, and increasing data accuracy by 23%.
- Created and maintained dashboards while managing day-to-day ad hoc activities related to data analysis for the broader team, facilitating efficient decision-making and insights dissemination.
- Contributed to the development and enhancement of "Causal Proof," a proprietary library employing synthetic control to measure event outcomes.
- Worked collaboratively with cross-functional teams, including marketing, product, and engineering, to understand data needs and deliver tailored solutions. Presented analytical findings and recommendations to both technical and non-technical audiences, fostering a data-driven culture within the organization.

ACADEMIC PROJECTS

Electric Vehicles Charging Demand Forecasting – Time Series Forecasting — *May 2022*

- Utilized state-of-the-art time series forecasting methodologies (ARIMA, SARIMA, Gaussian Process, XGBoost) to predict Electric Vehicle (EV) charging demand, enabling proactive deployment of additional charging infrastructure in specific geographic areas. Improved the accuracy of demand forecasts by integrating external factors such as weather conditions, local events, and traffic data, resulting in more precise predictions and better resource planning.
- Employed advanced statistical techniques and rigorous time series analysis to identify nuanced demand patterns and trends within EV charging data sets. These insights informed data-driven strategies for optimal charging station placement.
- **Key Learning Outcomes -** This academic project significantly enhanced my understanding of forecasting and time series analysis, providing practical experience with advanced methodologies and real-world applications.

SKILLS & INTEREST

Skills: Python | SQL & Databases | GCP | Looker | DBT | Tableau | ETL/ETL techniques | Data Warehousing | R Studio | Information Retrieval (Beautiful Soup) | PySpark | Machine Learning, Time Series Analysis, Regression, Clustering, Classification | NumPy, Pandas, Scikit-learn, Matplotlib, Seaborn.
Interest: Analytics, Querying, Travel, Reading, Cricket, Strategy games.