SASI KISHORE VARMA

Data Scientist | Data Analyst | Machine Learning Engineer

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Summary

I am a passionate Data Scientist with a strong background in Machine Learning and AI. My experience includes developing predictive models for financial risk assessment and customer analytics in the retail sector. I excel at applying advanced statistical techniques and machine learning algorithms to derive actionable insights from data. Continuous learning and adaptation are at the core of my professional ethos.

Experience

Lending Club Company

Kaggle Competition Contributor — 07/2024 - 09/2024

Contributed to Kaggle Competition.

- Developed an AI-powered credit risk model compliant with Basel accords to predict borrower default risks and calculate exposure loss.
- Implemented Logistic Regression achieving AUC of 0.684.
- Applied Beta Regression (AUC: 0.640) and fine-tuned with Linear Regression (Accuracy: 0.777).
- Built a Linear Regression model with an accuracy of 0.658.
- Integrated PD, LGD, and EAD models to compute Expected Loss (EL).
- Ensured robustness through Population Stability Index (PSI) checks.

Retail Physical Store

Customer Analytics & Pricing Elasticity Modeler — 09/2024 - 12/2024

Customer Analytics & Pricing Elasticity Modeling.

- Developed a comprehensive customer analytics solution to segment customers, analyze purchasing behavior, and predict price elasticity for enhanced pricing strategies.
- Achieved a 15% improvement in marketing campaign targeting through actionable insights from customer segmentation.
- Enhanced prediction accuracy by 20% via model optimization techniques.
- Applied K-means clustering and Principal Component Analysis (PCA) to group customers effectively based on purchasing behavior and reduce dimensional complexity.
- Modeled price elasticity to assess customer sensitivity to price changes across segments.
- Conducted purchase probability and quantity elasticity analysis, identifying key demand forecasting drivers.
- Built a TensorFlow 2.0 neural network for accurate prediction of purchasing behavior.
- Visualized purchasing habits and pricing trends for improved decision-making.
- Achieved a 30% improvement in pricing accuracy by developing machine learning models on transaction data.

Education

Aditya College Of Engineering

Andhra Pradesh

Bachelor of Technology in Mechanical Engineering — 01/2017 - 01/2021

Certification

Data Science Certifications — Data Science Certifications (365 Data Science, Udemy)

Languages

English Native ●●●●●

Telugu Native ●●●●●

Hindi Proficient ●●●●○

Training / Courses

Foundation Degree in Data Science — Completed in Python, Machine Learning, Mathematics & Statistics, Deep Learning, Data Analytics, SQL, NLP

Projects

Credit Risk Modeling
07/2024 - 09/2024

Credit Risk Modeling Project

- Developed an AI-powered credit risk model to predict borrower default risks.
- Integrated multiple models to improve prediction and risk assessment.

Customer Analytics
09/2024 - 12/2024

Customer Analytics Project

- Designed an advanced customer segmentation and pricing strategy.
- Applied machine learning techniques for predictive analytics.

Customer Segmentation & Personalized Recommendation
01/2023 - 01/2023

Hackathon Project

- Developed a customer segmentation and recommendation system using K-means clustering and personalized recommendation algorithms.
- Leveraged advanced metrics to enhance recommendations.

Strengths

Problem-solving
Keen problem solver with strong analytical skills.

Communication
Ability to convey complex ideas through effective communication.

Adaptability
Adaptable and versatile in dynamic environments.

Leadership
Demonstrated leadership in collaborative projects.

Key Achievements

Movie Recommendation System Project
Designed and implemented a movie recommendation application in a 4-person team using Python in a 3-day hackathon.

Pricing Accuracy Improved
Achieved 30% improvement in pricing accuracy using ML models.

Enhanced Marketing Targeting
Improved marketing targeting by 15% with customer segmentation insights.

High AUC in Competition
Achieved AUC of 0.684 with Logistic Regression in Kaggle competition.

Improved Prediction Accuracy
Enhanced prediction accuracy by 20% through model optimization techniques.

Skills

A/B Testing · Algorithms · Artificial Intelligence · Clustering · Customer Segmentation · Data Engineering · Data Modeling · Data Science · Data Visualization · Deep Learning · Docker · ECommerce · ETL · etl pipelines · Exploratory Data Analysis · Git · Github · Jupyter · jupyter notebook · keras · K-Means · linear regression · Machine Learning · Mathematics · MatplotLib · NLP · Numpy · Pandas · Plotly · Power BI · predictive modeling · Python · Scikit · Scikit-Learn · Seaborn · SQL · Statistical Analysis · statistics · Tableau · telugu

Interests

Artificial Intelligence
Always fascinated by the possibilities of AI and machine learning.

Continuous Learning
Participate in Kaggle competitions and write Medium blogs on deep learning and generative AI.

Data Storytelling
Transform complex data into actionable insights with Tableau dashboards and clear visualizations.