SENURA FERNANDO

DATA SCIENTIST

PROFILE

Data scientist with 3+ years of broad-based experience in building and handling various projects. Proficient in data modelling, data processing, and data mining, as well as scripting languages, including Python and Java. Capable of creating, developing, testing, and deploying highly adaptive diverse projects to translate business and functional qualifications into substantial deliverables.

CONTACT

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📍 Colombo, Sri Lanka

in Senura Fernando

PERSONAL DETAILS

Name	: Lesturuge Senura Ruvinda Fernando
Date of Birth	: 22nd May 1996
NIC No.	: 961430054V
Nationality	: Sri Lankan
Gender	: Male

LANGUAGES

English (Fluent)
Sinhala (Native)

TECHNICAL SKILLS

- Statistics
- SQL, PL/SQL/Hive
- Python / R
- Tensorflow / Keras
- Pytorch
- Pycaret
- Spark/pyspark / Hadoop/Impala
- AWS Athena, Sagemaker, Personalize... , DataWrangler
- Snowflake / SnowSQL
- Bigquery , Dataproc , Dataflow...
- NLP
- Databricks
- SSMS, SSRS, SSIS, SSDT
- Tableau

WORK EXPERIENCE

Data Scientist

Axiata Digital Labs, Colombo, Sri Lanka
July 2021 - Present

- PRBT cx Profiler Datamart
  - Created an automated DataMart using Snowflake to capture PRBT tone downloads and service rental monthly and enable automatic visualisations to show the results using tableau.
- Dialog VAS Performance DataMart
  - Created 2 data marts to capture daily usage and revenue of VAS services for prepaid and post-paid users. A complete automated solution to get daily insights.
- IB Roaming Steering Model
  - Implemented rule base model to identify the steering percentage of every telecommunication network, which connects to dialog roaming network and automated in Snowflake to capture steering percentage daily.
- Dialog VIU Acquisition
  - Created rule engine and ML model to identify potential users (subscribers) for VIU application and recommendation system to recommend trending contents based on their preference which input to SMS campaigns and automated the workflow.
- Dialog VAS Profiling DataMart
  - Created a data mart to calculate monthly usage and identify target user profiles of VAS services (SMS, IVR, Gaming), enabling reporting. A complete automated solution to get insights monthly.
- NCELL Geospatial Data Visualization
  - Created a web app using streamlit to visualise geospatial data and exploratory data analysis for a location prediction model to identify predictive features.
- PRBT Song Recommendation Model
  - Created a recommendation model using AWS Personalize to recommend tone to PRBT active and inactive customers. Here user and audio features were considered.
- IB Roaming Congestion Model
  - Created a regression – neural network using TensorFlow and keas to estimate congestion in cell sites related to dialog network and automated in AWS using sage maker pipelines.
- IB Roaming Throughput Experience Model
  - Created a regression – neural network using TensorFlow and keas to predict the throughput experience of dialog customers and automated in AWS using sage maker pipelines.
- IB Roaming Call Drop Model
  - Created a binary classification model to identify call drops of the roaming customers who connect to dialog network and automated in AWS using sage maker pipeline to get near real-time predictions.

EDUCATIONAL QUALIFICATIONS

B.Sc. Special (Hons) Information Technology Specialization-Data Science

Sri Lankan Institute of Information Technology, Colombo, Sri Lanka
February 2017 - December 2021
WPGA - 3.68

G.C.E. Advance Level Examination

Mahinda College, Galle, Sri Lanka
2016
Results :
Mathematics : B
Physics   : C
Chemistry   : C

G.C.E. Ordinary Level Examination

Mahinda College, Galle, Sri Lanka
2012
Results : 8A's & 1B

PROFESSIONAL QUALIFICATIONS

- **IBM Professional Data Science Certificate**
- **Deep Learning AI TensorFlow Developer Professional Certificate**

KEY SKILLS & COMPETENCIES

- **Excellent Communication & Presentation Skills**
- **Ability to Work in Team Environment as well as Independently**
- **Interested in Learning New Technologies and Keeping the Knowledge up to date**
- **Proven Good Leadership Skills**
- **Agile Working**
- **Multitasking**

Digital Data Scientist

Apex Managed Solutions, Colombo, Sri Lanka
May 2021 - July 2021

- Recommendation Engine for Properties.lk Created a hybrid recommendation engine using GCP Recommendation AI for Properties.lk.
- Managed Administrative tasks, Facebook campaigns and Google ads of Proerties.lk, motorratha.lk and timsquotes.lk

Junior Data Scientist

KaayalTEK, Colombo, Sri Lanka
Dec 2020 - May 2021

- Mission Australia
  - Created framework to extract to insights from social sites using nlp techniques in GCP with data lake. (Python, nlp , Natural Language API , nltk, GCP).
- EnsurTEK FAQ chatbot
  - Created chatbot that answers FAQ for EnsurTEK website using dialogflow ES, nodejs , cloud function.
- Klouder chabot
  - Created virtual assistant for Klouder website using Dialogflow ES, nodejs , google calender , datastore.
- Fraud Detection/Claim Estimation Built insurance fraud detection and claim estimation models deployed in GCP using Google AutoML.
- Hands on experience in GCP tools cloud dataflow, dialogflow ES, BigQuery, Dataproc , cloudSQL , Vertex AI , Natural Language API , AI Platform etc.

Data Analyst Intern

Half Life Incubator, Colombo, Sri Lanka
Dec 2019 - May 2020

- Gained hands-on experience in Golang gin framework, Python ML models, and PostgreSQL and completed data analytics project and mobile app backend

FREELANCE WORK EXPERIENCE

Data Scientist

Upwork
April 2020 - December 2021

PROJECTS INVOLVED

Accidents Claim Automation – Research Project

Employed data science techniques to build a system which identifies the damage component of a vehicle, model and type of the vehicle, estimates claim amount, and predicts the vehicle owner churn rate. (Deep Learning, Computer Vision, Machine Learning)

Data Warehouse (Individual)

Created a data warehouse for the DWBI module providing ETL solution and staging area and finally made the warehouse according to the snowflake schema and generated a cube and SSRS reports.
Data Set – FIFA World Cup Match Results since 1938 (SSRS, SSDT, SSMS)

REFERENCES

Mr. Prasanna S Haddela,
M.Sc(Colombo) , B.Sc(Colombo) , MACM , MIEEE , MCSSL
Senior Lecture - Data Science,
Faculty of Computing SLIIT,
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Mr. Thasan Alosius,
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Mr. Anton Royce,
Chief Executive Officer,
ANJN Group Australia,
Email : anton.royce@anjn.com.au

Vehicle Damage Detection

Created image classification model to detect damaged vehicles using Google AutoML Vertex AI and deployed in GCP for batch and real-time prediction endpoints.

News Sentiment Analysis

Created python app for analysis sentiment score using BING news API and Azure cognitive sentiment API deployed in Azure logic app with Azure cloud services.

Pizza Order Chatbot

Created chatbot for pizza shop to take the pizza orders using IBM Watson Assistant.

Data Analysis – R

Applied data pre-processing techniques for time series data and generated reports using Excel.

Language Translation App

Created python app to detect the language of given text and translate given text to set of languages using Google Translation API.

E-Commerce Web Site (Sell N Buy)

A website to sell digital devices (smartphones, laptops) with appropriate CRUD functions. Used REST API s to create the website according to the microservice architecture and began a web application to integrate the APIs. (Spring Boot, MySQL, Hibernate, Thyme leaf).

Mini Data Mining Project

Built a model (Logistic Regression) to show up how the factors have been affected to a purchase of a book and to determine future purchase. (Python)

Visual Analytics Project

Used Siddhi server and Power Bi for real-time analytics and created batch analytic dashboards using Google Data Studio.

UX & UI Project

Hosted a given website in GitHub pages and connected with google analytics and hot jar to analyse UX metrics and user behaviour on the pages and generated heatmaps to improve the UX of the site.

IOT Temperature Prediction Project

Built a time series model to predict temperature for a given year using the ARIMA model.

Mobile App for Class Teacher

Mobile App with CRUD functions. Teachers can upload the tutorials, and students can see the tutorials via the app. Students must register to the app and can get know about the marks for papers and assignments. (Android Studio, SQLite, Adobe XD)

Web application which can be used to stock, employee

Order management... (Spring MVC, JSP, Servlet, MySQL)

News Classifier

A python application can be used to classify news as fake or real using classification algorithms employing NLP pre-processing techniques(tf-idf). (Python, Pycaret)