

VENKATA SAI MUKTEVI

[linkedin.com/in/smuktevi](https://www.linkedin.com/in/smuktevi) | github.com/smuktevi | smuktevi.github.io | muktevi.venkatasai@outlook.com

EXPERIENCE

Microsoft, Data Scientist, Redmond, WA

Apr 2022-Present

Working on the Microsoft Edge browser in the Product Growth and Personalization team.

- Devised client-side signals within the Chromium source code, integrating ONNX segmentation models. These models effectively categorized users for personalized experiences.
- Conducted thorough analysis of retention metrics derived from a segmentation-based experiment. This exploration unveiled Heterogeneity Effects, leading to improved experiment interpretability.
- Pioneered a groundbreaking personalization experiment named "Shopping Delighter," resulting in a notable 2% increase in retention metrics.
- Played a pivotal role in various personalization experiments with global reach. Responsibilities encompassed data analysis, opportunity assessment, experiment formulation, and initial UX treatment ideation, contributing to enhancements enjoyed by millions of users worldwide.

Microsoft, Data Scientist Intern, Remote

Jun 2021-Sep 2021

Worked on the Edge browser in the Data Science Growth team.

- Built an interpretable model and uncovered valuable insights to understand user churn and retention using Chromium user actions telemetry data. Discovered metrics based on which certain product features led to higher odds of retaining users.
- Devised a distinctive approach to unsupervised clustering, effectively categorizing millions of users based on analogous usage patterns and behaviors.

IBM, Cognitive Business Decision Support, Bangalore, India

Jul 2019-Jan 2020

- Spearheaded and composed an automated cross-database validation system that monitored consistency of critical data across databases (MongoDB, Cassandra) using Python scripts.
- Automated data transformation, processing and other data-related business tasks using Python scripts saving the time and manual efforts of 8-10 employees on the same tasks.
- Had a short stint of contributing in development of a financial accounting platform prototype for clients using MEAN stack.

NTWIST, Python Machine Learning Intern, IIIT Hyderabad, India

Feb-May 2019

- Established a final product that made better operational decisions, reduced maintenance costs, increased profits 42% of the time and brought 17% of total operational hours back into operating limits.
- Analyzed and processed sensor and lab data from a High-Pressure Acid Leaching (HPAL) process used for Ni and Co metal extraction in an industrial plant. Experimented with Deep Belief Networks, RBMs, Feed-Forward Networks, PCR and PLSR using various Error Metrics.

EDUCATION

University of Washington, Seattle, Washington

Mar 2022

Master of Science in Data Science | GPA: 3.99/4.0

Some Relevant Coursework: Statistical Machine Learning, Data Management, Machine Learning with Big Data

Ramaiah Institute of Technology, Bangalore, Karnataka, India

Jul 2019

Bachelor of Engineering in Computer Science and Engineering | GPA: 9.42/10.0

PROJECTS

One Customer Voice, Microsoft Global Hackathon

September 2022

Won 2nd prize in Hack for Creating Brand Love for Customers, a system that to ingest social media feedback on Microsoft products and produce a Tableau dashboard that helped product customer success managers make better informed decisions and feature engineers reiterate on useful and popular features of the product based on available feedback and discussions on social media.

Topic-Sentiment Analysis and Relevance System (TSAR) <https://tinyurl.com/y3rwcxyl>

September 2021-March 2022

UW MSDS Capstone Project sponsored by Meta

- Designed and built the TSAR system which defines a pipeline to perform topic modelling, sentiment analysis, and define relevance of comments to posts in social media forums or discussions.
- Applied the TSAR system to Reddit data and built BEReddit, an application to visualize conflicting viewpoints in data pulled from 50 different subreddits. Applied TSAR to overall 10,000 comments and 1,000 "hot" posts from each subreddit.

TECHNICAL SKILLS

Coding:

Python, R, SQL, JavaScript, Java, C/C++, MATLAB

Python Libraries:

Numpy, Pandas, Scikit-Learn, PySpark, Matplotlib, SHAP, Plotly, Flask

Additional Skills:

MEAN stack, REST APIs, AWS, Azure, Databricks, Travis CI, PostgreSQL

Certifications:

[AWS Certified Solutions Architect-Associate](#), [Machine Learning - Coursera](#)