VENKATA SAI MUKTEVI

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EXPERIENCE

Microsoft, Data Scientist II, Redmond, WA   Apr 2022-Present
Working on the Microsoft Edge browser in the Product Growth and Personalization team.
- Devised client-side user segments within the Chromium source code by integrating ONNX segmentation models. Code is currently being reviewed for production to categorize users for personalized experiences and targeted experimentation.
- Conducted thorough analysis of retention KPI outcome metrics based on a segmentation driven experiment. This exploration unveiled Heterogeneity Effects, leading to improved user cohort interpretability.
- Pioneered novel personalization experiments promoting Browser Delighters, resulting in a notable 2% increase in retention metrics which translates to enhancing the experience of millions of Edge Browser users.
- Played a pivotal role in Product Growth through personalization experiments with global reach. Responsibilities encompassed data analysis, opportunity assessment, statistical modeling, A/B experiment design, statistical inference and initial UX treatment ideation, contributing to product 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, retention and user journey based on Chromium browser user actions telemetry data.
- Designed KPI metrics based on which we could pinpoint that 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 resulting in defined user cohorts for further targeting opportunities.

IBM, Cognitive Business Decision Support, Bangalore, India   Jul 2019-Jan 2020
- Spearheaded and composed an automated cross-database validation system that monitored consistency of vital product data being transferred across different data resources.
- 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.
- Built UI and back-end integration for a financial accounting platform prototype using MEAN stack.

Ntwist (Startup), 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) plant used for Ni and Co metal extraction. Soft-sensor modeling with Deep Belief Networks, RBMs, Feed-Forward Networks, PCR and PLSR.

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. Proposed and designed a system to ingest social media feedback on Microsoft products to then generate a Tableau dashboard that helped feature engineers and customer success managers from across orgs like Xbox, Web Experiences, Windows, and Office make better informed decisions and reiterate on useful and popular features.

Topic-Sentiment Analysis and Relevance System (TSAR) [https://tinyurl.com/y3rwcyxb]   September 2021-March 2022
UW MSDS Capstone Project sponsored by **Meta**
- Designed and built the TSAR system which is a carefully designed automated methodology that performs topic modelling, sentiment analysis, and defines relevance of comments to posts in social media forums or discussions using word embeddings.
- Applied the TSAR system to Reddit data and built BEReddiT, an application to visualize conflicting viewpoints in data pulled from 50 different subreddits. Analyzed about 10,000 comments and 1,000 "hot" posts from each subreddit.

TECHNICAL SKILLS

Certifications:	AWS Certified Solutions Architect-Associate, Machine Learning - Coursera
Coding:	Python, R, SQL, C/C++, MATLAB, JavaScript, Java
Additional Tech:	AI, ML, DL, MEAN stack, REST APIs, ONNX, AWS, Azure, PostGreSQL