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 user segments using client-side signals and Heterogeneity Analysis to help understand valuable users for personalization.
- Integrated segmentation capabilities into Chromium source code by utilizing ONNX models. Code is currently being reviewed for production to categorize users for personalized experiences and targeted experimentation.
- Conducted statistical analysis on outcome KPIs for experiments which unveiled Heterogeneity Effects among cohorts.
- Pioneered and drove several novel personalization experiments promoting Browser Delighters like Edge Shopping and Bing Rewards, resulting in a notable 2% increase in retention metrics which translates to enhancing the experience of millions of users worldwide compelling them to use our product.
- Responsibilities to drive product growth encompassed data analysis, opportunity assessment, statistical modeling, A/B experiment design, statistical inference and UX treatment ideation collaborating across teams and organizations.

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 Microsoft Global Hackathon. 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 Capstone Project **sponsored by Meta**.

Designed and built the TSAR system aimed to unearth conflicting viewpoints in social media forums. TSAR is an automated data processing pipeline architecture that performs topic modelling, sentiment analysis, and finds relevance of comments to posts in social media discussions using BERT word embeddings and other NLP techniques. Applied the TSAR system to Reddit data and built BEReddiT, a visualization dashboard. Analyzed data from 50 different subreddits, about 10,000 comments and 1,000 posts per subreddit.

TECHNICAL SKILLS

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