

## CAREER OBJECTIVE

Analytics Professional with 13 years of experience working in IT for various multinational companies in multiple technical and managerial roles with impeccable written and verbal communication skills and excellent interpersonal skills. My objective is to leverage Data Science tools to help business and community at large.

## CORE COMPETENCIES

- ♦ Data Science -Machine Learning, Statistical Analysis, NLP, Optimization, Data Engineering, Visualization (Tableau), Google Analytics, RESTAPI, Big Data- Spark
  - Supervised Learning-Classification, Regression, Text Mining
  - Unsupervised Learning- Clustering, Association Rules, Recommender Systems
  - Statistical Analysis - Hypothesis Testing, Outlier Analysis, Survival Analysis, Studying Distributions etc.
- ♦ Programming Languages: Python, R, PySpark
- ♦ Cloud Platforms - Google Cloud Platform, Microsoft Azure, Databricks

## PROFESSIONAL EXPERIENCE

- ♦ Currently working as Lead Data Scientist in Hyderabad, India.
- ♦ Around 5 years of experience in Analytics, specialized in Machine Learning and Visualization.
- ♦ Overall, 13 years of IT experience. Experience working in multiple roles as Operation Support, Architect of testing framework and automation, Dashboard design and Reporting, Scrum master and Business Analyst.

### GSPANN TECHNOLOGIES, HYDERABAD (HQ- CA, USA)

*Technical Manager- Data Science, June 2018-present*

#### *Roles and Responsibilities*

- ♦ Lead and manage data science accounts and ensure delivery for clients.
- ♦ Build and deploy machine learning models for e-commerce clients across the globe.
- ♦ Engineer Data and make it usable for analytics and ML using SQL, Python and Big Data Cloud tools.
- ♦ Research on latest developments in Machine Learning and AI.
- ♦ Part of think tank for building in house AI products.
- ♦ Manage a team of Data scientists and analysts.
- ♦ Mentor and Support Junior Data Scientists and Engineers.

#### *Projects*

- ♦ Product Sequencing: Product recommendation based on Historical Sales and Views.
- ♦ Smart Replenishment: Predict the next purchase based on a customer's history of purchases to provide a smart way of sending reminders.
- ♦ Customer Segmentation - Behavioral segmentation of customers leading the way to Product recommendations.
- ♦ Customer Churn - Predict the consultant churn for multilevel marketing firm using Deep Learning Keras API and deploy on GCP Kubernetes architecture.
- ♦ Product Recommendation - Recommend products based on top selling baskets to diff segments and next step Collaborative Filtering.
- ♦ Campaign Analytics - Perform Test vs Control testing to ascertain effectiveness of marketing campaigns. Test & Learn Analysis using APT tool.
- ♦ Developed and deployed **Chat Bot** for DevOps, QA and Support teams
- ♦ Image Attribution -Deep learning Image classification model that identifies product attributes like style, pattern etc. from the product images
- ♦ POC on **Azure ML**- Sales Forecasting for better inventory management.
- ♦ Google Analytics Data Crunching using REST API.

## ERICSSON INDIA GLOBAL SERVICES, NOIDA

Senior Solution Architect, Apr 2015 - June 2018

### Roles and Responsibilities

- ♦ Creating Prescriptive and Predictive models using Data Mining and Machine Learning models to provide Business Solutions for Telecom **Customer Churn, Cross Sell & Up Sell, Fraud Detection** etc.
- ♦ Create Tableau Dashboards for Agile Centre of Excellence based in U.S.
- ♦ Risk & Impact analysis of releases and various other Project Management activities.
- ♦ Daily progress reporting and Governance meeting with management. Coordinate activities with onsite stakeholders.

### Projects

- ♦ **IOT based Electricity & Water Smart Meter implementation:** Solve analytics use cases relating to Meter Tampering detection, Load Forecasting, Leakage Prediction, Bill Plan optimization using Time Series Forecasting, K Means Clustering, Anomaly Detection and various Classification algorithms in **IBM SPSS Modeler**
- ♦ Worked on **Ericsson Expert Analytics Tool**. Generate insights on Customer and telecom network data to visualize, analyze and action on incidences to enhance customer experience. It includes gathering of data from various sources, processing it and then presenting on GUIs.
- ♦ **Quality Assurance and Reporting** of BSS Application Stack for Global Telecom Giant.

## WIPRO TECHNOLOGIES, GURGAON & GREATER NOIDA

Project Lead, May 2010 - Apr 2015

### Roles and Responsibilities

- ♦ BI Reporting and Operations Data Analysis in Lead Roles.
- ♦ Production Support (L2 & L3) which included Issue Resolution, Defect Fixes, CRs, Enhancements with E2E ownership from Impact Analysis, Effort Estimation, Troubleshooting, Testing to Production Deployment.
- ♦ Production Change Requests raising and tracking in BMC Remedy.
- ♦ Functional, Regression Testing, System Testing, Smoke, Sanity testing, Operational Acceptability Testing (OAT) and UATs, Testing XML and JSON interfaces with help of SOAP UI tools.
- ♦ Hands On experience of testing telecom COTS product in Windows and Unix environment.
- ♦ Handling teams of 10-15 members and carrying out project management activities.
- ♦ Preparing RFPs for QA project proposals.
- ♦ Functional consultancy Telecom Oracle Stack - Siebel CRM, OSM -Order Management and FMW- Middleware.
- ♦ Requirement Analysis and converting to use cases.
- ♦ Carry out User Acceptance Testing and manage client expectations.
- ♦ Onsite coordinator role for Operations Team.
- ♦ Progressed from role of Test Engineer to Senior Test Engineer and Operations Project Lead.

## INFOSYS TECHNOLOGIES, MYSORE & PUNE

Test Engineer, Aug 2007 - May 2010

- ♦ Software Testing
- ♦ Reporting Bugs and tracking them in Test Management tools.
- ♦ Analysis of the Customer Experiences and User Stories.
- ♦ Test Scenario design and Test case planning
- ♦ Preparing the RTM.
- ♦ Test Execution Status Reporting.

## EDUCATION

### INDIAN SCHOOL OF BUSINESS, HYDERABAD, INDIA

Certificate in Business Analytics, Sept 2016-Jan 2018 (CGPA 3.53/4)

- ♦ 3 terms-15 months Executive Study Program with 300+ contact hours (equivalent to MS).
- ♦ Focus on Business acumen along with technical tools

- ♦ **Core Subjects:** Machine Learning, Statistical Analysis, Big Data Tools, Optimization, Time Series Forecasting, Text Mining
- ♦ **Domain subjects:** Customer & Pricing Analytics, Supply Chain Analytics, Web & Social Media Analytics and Financial Analytics
- ♦ 3 months' Industry capstone project in conjugation with Deloitte Consulting.
- ♦ Hands on Experience on real world data sets using Programming tools like R and Python

#### *Analytics Projects Undertaken:*

- ♦ Capstone Project for Deloitte - Classify accounts based on textual ledger data.
- ♦ Analytics Project on Topics like Impact of Demonetization on Cashless Economy, Sentiment Analysis of Goods and Services Tax Imposition by Govt. of India.
- ♦ Unsupervised Learning approach to analyze U.S. Patent data - R and XL Miner
- ♦ Prediction of Forest Fires using Multivariate regression
- ♦ Forecast of Sales of Yogurt for a Chain Store in U.S. using R and XL Miner
- ♦ Dashboard and Story Design for DISE data (District Information System for Education in India) using Tableau
- ♦ Analysis of US Health Insurance Market using Big Data, Spark and Hive
- ♦ Text Analysis and Sentiment Analysis of IMDB Review using R qdap and text2vec packages
- ♦ MNIST Data Classification using Decision Trees, KNN, Naïve Bayes, Parzen Window Classifier

#### **JSS ACADEMY OF TECHNICAL EDUCATION, NOIDA, INDIA**

*Bachelor of Technology, Electronics and Communication, Aug 2003 -Aug 2007 (70% aggregate)*

- ♦ U.P. Technical University (India)
- ♦ Head of Electronics & Robotics Club
- ♦ Participation at various Intra and Inter College technical and cultural fests.

#### **MAHANAGAR BOYS' INTER COLLEGE, LUCKNOW**

*Intermediate, Mathematics, July 2000 -July 2002 (69 % aggregate)*

*High School, Science, July 1998 -July 2000 (74 % aggregate)*

- ♦ Uttar Pradesh Board (India)
- ♦ House Captain
- ♦ Active participant in cultural and co-curricular activities like Pencil Sketching and Creative Writing.

#### **CERTIFICATIONS & ACHIEVEMENTS**

- ♦ Google Certified Professional Data Engineer ®
- ♦ Cloud Certification from Rack Space Cloud U ®
- ♦ Certified Scrum Master from Scrum Alliance ®
- ♦ Ericsson Certified Associate - CBiO (Charging and Billing in One)
- ♦ Received multiple performance excellence awards in various organizations.

#### **INTERNATIONAL EXPOSURE**

Experience of working in below countries as part of onsite assignments:

- ♦ U.K. - Vodafone Group HQ, Newbury, Berkshire (11 Months)
- ♦ Myanmar - Telenor Myanmar, Yangon (3 Months)
- ♦ Turkey - Vodafone Turkey, Istanbul (45 days)

#### **PERSONAL DETAILS**

Father's Name	Dilip Kumar Verma
Date of Birth	26 <sup>th</sup> Feb ,1984
Nationality	Indian
Passport No.	R1425428
PAN No.	AXGPK0746G
Marital Status	Married
Language	Hindi, English
Hobbies	Pencil Sketching, Music, Travel
Permanent Address	24 Chand Ganj Garden, Lucknow, Uttar Pradesh, India