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Work Experience – 10 Years

Current Employer: PCCW VUCLIP (***June'18- till date***)

Designation: Principal Engineer- Consumer Intelligence

Roles and Responsibilities:

- Interacting with product & business stakeholders to understand high-level requirements, translating requirements into data science deliverables while handling problems/ limitations. Providing solution focusing on performance, scalability, and timely delivery.
- Taking initiatives with various recommendation system product that helping to increase user engagement and retention. Streamlining recommendation product development process making it easier to maintain.
- Staying up to date with the literature with respect to Natural Language Processing, Recommender system and Computer Vision then using state of the art techniques such as Transformer based BERT, ELECTRA variants to solve business use case.

Major Projects Accomplished:

Content Based Recommendation (Because You Watched):

Implemented Content based recommendation mode using word2vec with various content meta data such as genre, tags & cast. Solution helped to increase row level performance CTR by ~71.91 % and ~ 9.95 Vmins/UV.

Cold Start Recommendation (Popular On VIU):

Implemented Factorization Machine and Neural Network (Popular On VIU) with combination of implicit and explicit user and content data to personalize recommendation for new user or user with little history. Model helped to increase row level performance CTR by ~ 230.26 % and ~ 13.61Vmins/UV.

VIU Index:

Building machine learning model using Xgboost for identifying individual user, platform features and relative weights for defining VIU index for benchmarking platform performance.

Hybrid Recommendation System (Top Picks For You):

Built a hybrid recommendation model as a combination of Matrix Factorization based collaborative filtering with LightFM using interaction data and Doc2Vec, transformer-based BERT based content-based filtering with Gensim using content synopsis.

Model resulted best performance on benchmarking with Google Auto ML with an increased row level performance: CTR by ~ 363.0 % and ~ 142.7 Vmins/UV

Subtitle Translation:

Benchmarking using various cloud platform including AWS, Azure & Google with respect to various metrices such as Blue and Glue to identify metrics that approximate human evaluation.

Toll Fraud Detection:

Using combination of local feature from user data and behavior, global feature from advertisement publisher, built a Fraud Detection Model using Xgboost. Reduced fraud reducing false subscription to VIU platform.

Past Employer: Tech Mahindra deputed at Nasdaq (***June'17- May'18***)

Designation: Technical Lead

Intellicator:

Built model for gauging stock market sentiment by minute & it spits out numbers corresponding whether investors in market segment were bullish/ bearish using market data. Also performed structured experiment to finding best strategies & collaborating with MIT research student to preparing input feature using PySpark for feature such as PC-Ratio, Strike, Delta, Moneyness from Tera Bytes of Exchange data.

Prior Employer: Philips India Ltd, Integra Micro System (***Jan'10- May'17***)

Designation: Technical Specialist

Churn Prediction:

Created tree based binary model using Random Forest to estimate the probability of a customer churning from data such as, user experience, user behavior and user profile. Also, in process identifying the key factor that are affecting.

Failure Prediction:

Built model which maps the different data features from X-Ray operating logs to predicts the failure of the X-Ray tube and estimating remaining lifetime of the X-Ray Tube.

Sentiment Analysis:

Sentiment Analysis, model to classify Twitter tweets and mobile app (iOS & android) store reviews using TF-IDF and Support Vector Machine (SVM) to analyze customer overall sentiment about the product.

CDP2 Analysis:

Collecting, analyzing, and reporting data for all Philips connected products using Site Catalyst and benchmarking business KPIS.

Skill Set

Programming Language: Python, R

Machine Learning Framework: Keras, Tnesorflow, PyTorch

Data Analysis Library: Pandas, Numpy, Scikit-learn, Gensim, NLTK, Spacy, Seaborn, Matplotlib, OpenCV

Machine learning: Classification, Regression, Clustering, Dimension reduction, Anomaly detection

Deep learning: Neural Network, Convolutional Neural Network, Recurrent Neural Network, Transformer

Statistics: Confusion matrices, ROC, AUC, R2, Variance Inflation Factor

Cloud Computing Service: GCP (VM Instance, Cloud Storage, Big Query, VM Images), AWS

Other: Omniture (Adobe Analytics Platform/ Site Catalyst), Git, PySpark, Excel, PowerPoint, Word

Academic Background

- Work Integrate Learning M-Tech Program in Software System with Data Analytics Specialization from BITS, Pilani (2016-2018)
- B-Tech from Electronics & Communication Engineering from BPUT, Odisha (2003-2007)

Academic Project

Face recognition System:

Designing deep convolutional network using transfer learning, siamese architecture and triplet loss function with various network architecture VGG, Resnet50, InceptionV3 in Keras benchmarking performance with Google Facenet.

Query classification System:

Benchmarking performances by training and using pretrained word embedding, TF-IDF representation with various machine & deep learning model using Keras, XgBoost, Gensim & Python(scikit-learn).

Certification

- **Coursera certification:** AI for Medical Diagnosis, AI for Medical Prognosis, Course (1-4) Deep Learning Specialization & TensorFlow in Practice Specialization by deepLearning.ai. Introduction to Data Science in Python & Applied Machine Learning in Python by University of Michigan
- Adobe: Site catalyst Processing Rule Certification

Achievements

- Part of team consumer intelligence received star performer for the year for achieving higher CTR and Vmins/UV with AB test with Google Auto ML and few other vendors.
- Received star performer of the year 2012-13 for Philips Consumer Lifestyle Sector, Bangalore.