

Monish Lalani

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Data Scientist

SUMMARY

Data Scientist with 2+ years of experience in anomaly detection, machine learning, and advanced analytics within the Television & Media Broadcasting domain. Skilled in Python, SQL, Tableau, and statistical methods, with proven business impact — including ₹35Cr+ cost savings, 22% higher client satisfaction, and 12X faster data processing. Experienced in research-driven, query-based projects, with a strong focus on critical thinking and methodology development.

PROFESSIONAL EXPERIENCE

Data Scientist, BARC India | June 2023 – Present

- Leveraged **Python** to perform fraud detection in the OOH football ticketing application, resulting in a savings of **₹35 crores** for the organization annually.
- Resolved **150+** client queries using **Python** for clients such as Sony, Star, and Zee, leading to a **22%** increase in Client Satisfaction Scores (**CSAT**).
- Implemented a Rim Weighting technique instead of Cell Weighting, reducing computational time by **12X**, from 6 minutes per day to 30 seconds per day.

Data Science Intern, TwiLearn | Feb 2023 – April 2023

- Processed **2.8M Amazon reviews** across 49K brands, achieving **75% inventory efficiency** for top-selling products.
- Built sentiment forecasting models using **VADER sentiment analyzer** and **FBprophet** model with a focus on improving customer experience for products with negative sentiment trends.
- Built churn prediction model for bank customers using **Ensemble** and **Tree-based** algorithms (Logistic Regression, Random Forest, Boosting, Stacking)

KEY TECHNICAL SKILLS

- Programming:** Python (Pandas, NumPy, sklearn, spaCy)
- Visualization:** Tableau, Power BI, Matplotlib, Seaborn
- Databases:** MySQL
- Machine Learning:** Regression, Classification, Forecasting, NLP, Text Analytics
- Tools:** GitHub, Jupyter, VS Code, Colab

EDUCATION

- Advanced PG Certificate in AI Engineering - IIT Roorkee (Currently pursuing 2025-2026)
- PG Diploma in Data Science (Data Engineering) – IIIT Bangalore & UpGrad (2022 – 2023) | 81%
- Certification in Data Science & ML – NIIT StackRoute (2022 – 2023)
- MBA (Business Administration) – IIBM (2021 – 2022) | 75.7%
- B.E. Mechanical Engineering – Sandip Institute of engineering & management SPPU (2017 – 2021) | 77.6%