

Summary

Key competency areas

- Python (Seaborn, Keras, Sklearn and other important packages) , R, Agile Scrum, ETL, C#, Asp.net
- Preparation of Data for analysis
- Descriptive and Inferential Statistics, Mathematics
- Data Visualization
- Machine learning - EDA, Classification algorithms, Regression algorithms
- Model evaluation and Fine-tuning, Hyper-parameter optimization
- Advanced ML - MLPs, Deep Learning (DNNs, CNNs, RNNs)

- Teaching Data Science

Data science

- Hands on experience of 5 years in Data Science
- Worked on digital transformation projects. Took a key part in requirement gathering from different business units, converting requirements into analytics roadmap, and in actual implementation of actionable analytics resulting in considerable ROI
- Extensive knowledge of Marketing analytics

Corporate Training

- Handled several technical corporate trainings in Cognizant, IBM, Labvantage etc with great success
- Handled a 120 hr Data science course

Project management

- Handling a cross functional team of around 130 members working on diverse projects and technologies.
- Extensive experience in running Agile projects
- Did projects for Software product development companies like Intuit, Adobe, McAfee, Dell Software etc

Education

- **B Sc.** – Maths, Physics, Chemistry
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Representative experience in Data Science

QBO IN Billing customer classification and retention

- **Objective:** Classify the users of the QBO product. Predict churn and plan retention measures
- **Analytical Approach:** Classify the users using Decision trees, Regression and ANN. Find common patterns among QBO IN users who churn and its probability.
- **Business Benefit:** Potential reduction in user churn by 20%
- **Tools Used** – Python (Data preparation and ML models)

Splunk data analysis and self-heal

- **Objective:** Identify recurring errors in QBDT functional flows and self-heal
- **Analytical Approach:** Use NLP and Decision trees to link the Splunk errors to the most probable invisible function flow errors in QBDT. Take the best path to auto fix the errors without breaking the functional flow
- **Business Benefit:** Improve user experience and reduce incident calls by 10%
- **Tools Used** – R, Python (Data preparation and ML models)

Improving Campaign effectiveness for FastTrack products:

- **Objective:** To time the FastTrack campaigns optimally with optimal price bands
- **Analytical Approach:** Applied various regression techniques and also Naïve Bayes to understand success rate for varying timelines and prices
- **Business Benefits:** The insights from the analysis were used to propose summary of different competitors and give the inputs on what is the optimal timing and price bands for the campaigns

Tools Used – Python (Data preparation and ML models)

Professional experience

COGNIZANT TECHNOLOGY SOLUTIONS

since Sept'08

Delivery Lead

Client	Intuit
Tenure	March 2017 – till date
Details of work	<ol style="list-style-type: none">1. Quick Books desktop product – Splunk data analysis and tying it up with self-healing flows2. Billing area of Quick Books online product - Exploratory data analysis, Analytics use cases related to Customer spending behaviour, Customer segmentation and Customer retention3. Development and enhancements in Quick Books Online Billing
Client	Titan
Tenure	September 2016 – February 2017
Details of work	<ol style="list-style-type: none">1. Involved in Business workshops for Predictive analytical models on different products. Worked on Analytics road map2. Involved in POCs for Market basket analysis, Market segmentation, Price effect change, Campaign effectiveness
Client	McAfee
Tenure	June 2011 – July 2016
Details of work	<ol style="list-style-type: none">1. Customer churn modelling POC related to Anti-spyware products2. Customer sentiment analysis POC related to new Anti-spyware products3. DWBI and Analytics projects4. Front end portals to support users, channel partners, service requests, product downloads etc

5. Back end services and jobs that assist in Enterprise application integration

ACCENTURE

Mar'07 – Sept'08

Sr. Software Engineer

Client **UBS**
Technologies C#, Asp.net, SQL server, Microsoft and Netik ETL & DWBI tools
Role & Responsibilities 1. Closely worked with client teams at US and Europe in understanding their requirements and implementing required solutions
2. Migrating legacy ETL functionality to Microsoft ETL tools

DEBONO

Jul'05 – Feb'07

Sr. Software Engineer

Clients **Standard & Poor's, Financial times**
Technologies C#, Asp.net, SQL server, Web Analytics
Role & Responsibilities 1. Developed and maintained asp.net applications for S&P and FT
2. Closely worked with UK client team in understanding requirements and solutions

GLOBSYN TECHNOLOGIES

Jun'04 – Jul'05

Software Engineer

Clients worked with Erudite, Knowledge Pub
Technologies C#, Asp.net, SQL server
Role & Responsibilities 1. Took corporate trainings on .net
2. Developed and maintained asp.net applications for Erudite, Knowledge Pub

FUTURE TECHNOLOGY FOUNDATION

Dec'03 – Jun'04

Software Engineer

Technologies C#, Asp.net, SQL server
Responsibilities 1. Migrated legacy ASP websites to ASP.net

COMPULEARN

Jan'03 – Sept'03

Trainer

Technologies C#, Asp.net, SQL server
Responsibilities 1. Took corporate trainings on .net.