

Lalit Swami

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EDUCATION

IIT DELHI, NEW DELHI

(July 2015 – May 2019)

- B.Tech. in *Chemical Engineering*; Minor- *Technologies for Sustainable Rural Development*; CGPA- **7.57**
- **Certifications**: Machine Learning (Stanford University), Data Science in Python (University of Michigan), Hadoop Platform & Application Framework (University of California, San Diego)

EXPERIENCE

OLA (ANI TECHNOLOGIES PVT LTD)

Bengaluru, India

Data Scientist | Data Science Pricing & Partner Lifecycle Management Team

(April 2020 – Present)

- **Driver Onboarding Docs Digitization**- *To scale partners onboarding experience & digitization of authentic docs*
 - Utilized **OCR** to capture content of images uploaded by partners; Implemented regex to extract fields from text
 - Attained the digitization of **50+** document types for Australia with a accuracy of **>90%** and a coverage of **>95%**
 - Created screenshot image detection CNN classifier with **96%** recall to prevent upload of screenshot document
 - Collaborate in developing scalable and fast API services in Django to **reduce \$2M** per annum cost
- **New Drivers Churn Model**- *To predict daily churn probabilities of new drivers onboarded & after first week*
 - Extracted, processed and analyzed **50+** features from driver profile & behaviour; Developed **feature store**
 - Achieved **AUC of 0.7 & 0.8** using xgboost classifiers & pyspark; Minimized false negatives for business
 - Published probabilities for **7 Indian & 16 International cities** in S3 powering A/B test on daily incentives
- **Reactivated Drivers Churn Model**- *To predict daily churn probabilities of inactive drivers rejoined after month*
 - Built model pipelines & maintained for **10 Indian cities**; Trained xgboost classifier to achieve **AUC of 0.78**
 - Interpreted model using lime to provide insights to incentive team of **50K drivers** to understand patterns
- **User Specific Pricing** - *To analyze price impact of individual user price sensitivity vs keeping all users same*
 - Created user ride intent to conversion ratio hive table and used pyspark to simulate peaks for hyderabad
 - Presented inclusion of user specific pricing **gained 4% bookings & 6% revenue**; Integrated with production

Business Analyst | Data Science Customer Experience & Pricing Team

(July 2019 – March 2020)

- **User Premiumness Score**- *To segment premium users by using their mobile device price*
 - **Scraped** mobile features data from different websites with python to get **10K** mobile names & price in India
 - Created hive table from AWS S3 to store **weekly** data of mapped ola users device model with name & price
- **User Ride Category Ordering**- *To enhance 200M+ users experience by showing historical category preference*
 - Collaborated with customer api & product teams to set up a pipeline for user ride preference probabilities
 - Prepared MicroStrategy **dashboard** to identify mismatch of shown app categories with model to resolve issue
 - Implemented new **fare weighting equation** to prioritize high fare rides up in order to **increase GMV** for OLA
- **Driver Underpriced Trips**- *To reduce actual distance travelled by driver from distance shown before ride*
 - Analyzed underpriced trips & mapped closest route suggested from **Google API** routes using historical trips
 - Reduced actual and upfront **distance delta by 6%** to hike driver income using pyspark & sql for analysis

SKILLS

- **Programming & Tools**: SQL, Python, PySpark, Shell Script; Apache Spark, Hadoop, AWS, Git, Microstrategy
- **Deep Learning**: Computer Vision, NLP, Time Series Analysis, CNNs, RNNs
- **Python Packages**: Tensorflow, Keras, Pytorch, Scikit-Learn, OpenCV, NLTK, XGBoost, LightGBM
- **Web Scraping & Deployment**: Selenium, BeautifulSoup, Mechanize, Requests; Flask, Fastapi, Django
- **Operating System**: Linux, Unix, Windows

AWARDS & LEADERSHIP POSITIONS

- Received **Special Recognition** for providing impactful and high value work at OLA (2021)
- **Dramatics**: Director of Mime Society, IIT Delhi; *Directed & Acted in 20+ stage & street Plays (2015 – 2019)*
- **Entrepreneurship**: Core Member, Entrepreneurship Cell, IIT Delhi; *Led publicity & social media teams (2019)*
- **Social Endeavour**: Volunteered for NSS Munirka Project & Apna Parivaar Orphanage; Internship in Pravah (2016)
- Awarded **Pearl of Kumaon** (2019), **Outstanding** (2018) & **Significant** (2017) contribution in cultural activities