

# Srikanth KS

## Data Science Professional – A leader with hands-on technical expertise

Total YOE: 15 years and 3 months  
Total DS YOE: 11 years and 3 months  
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## Summary

- *Data Science, Causal inference, Explainable AI and model interpretability, Predictive modeling, Machine learning, Deep learning, Artificial Intelligence, recommender systems* with a background in *Applied mathematics, Statistics and Optimization*.
- At **Games24x7**: Led efforts in prescriptive(causal), predictive models, gameplay simulations and spend optimization for acquisition, retention and spend optimization for **RummyCircle** and **My11circle**. (Domain: **RMG** – Real money gaming).
- At **Walmart**: Established disciplines as a data science leader, architected data science pipelines, built models at scale in Retail areas such as *Merchandising, Assortment, Personalization, Advertising platform, Supply-chain, Forecasting and Transportation* alongside working with multiple stakeholders, cross-functional teams. Managed a team of data scientists, UI/UX developers, ML engineers and DevOps engineers. (Domain: **retail**).
- At **OLACabs**: Created **feature store** (using Spark), *real-time inference systems* based on geo-spatial data, built the AI around CLM strategy (Customer Lifecycle Management), extensively devised algorithms for *customer pickup experience* at OLA. Managed a diverse team of data scientists. (Domain: **mobility, marketplace, delivery**)
- At **Dish**: Setup AB testing framework for ideal customer offers and discounts, churn and CLV models for DISH Corporation/Sling Media. (Domain: telecommunications, entertainment)
- Implemented various Recommender Systems for News for **NewsCase** at Diet Code, Retail products for **Big Basket** and Movie Recommendations for **Book My Show** at **Majorel**. (Domain: CRM)
- Avid open-source contributor: (Author / Maintainer) of **tidypandas, tidypyspark, tidier, writer, solitude, tidyrules, disto, pkggraph, slimrec, safer, ggisotonic** along with many internal packages within the companies.
- Other things: 2nd place winner at Novartis **Datathon** 2024, Presented at conferences including Walmart AI summit 2023, PyData conf 2022.

**Education:** **Masters in Applied Mathematics** (2010-14) from **University of Hyderabad** (Central University of Hyderabad)

## Work Experience (recent)

0. **Games24x7, Bangalore** – Director, Data Science  
*July 2024 - Present | Bangalore | Team Size: 12*

- **Leadership:**
  - Planning and delivery of data science projects in a fast-changing environment with quintessential stakeholder management.
  - Handling tight situations during high profile events such as IPL, World cups from both scaling data science backends and people management perspective.
  - Managing people managers.
- **Technical:**
  - *Causal Inference and Experimentation*: Experimental designs such as geo-switchback experiments, diff-in-diff to measure campaign effectiveness, estimate treatment effects, uplift models to target appropriate audience.
  - *Game play simulation*: Computing ball-by-call to probable team score based on Bayesian updates with increasing information as the game progresses. This powers features such as live updation of **win-o-meter**, Probable rank and expected payout during the Cricket match.
  - *Estimation and Optimization*: Market mix modeling and forecasts at acquisition channel level to optimize spends over hierarchy of geography and event-nonevent periods.

1. **Walmart Global Tech, Bangalore** – Senior Manager, Staff Data Scientist  
*Aug 2022 - June 2024 | Bangalore | Team Size: 14*

- **Leadership**
  - Collaboratively defined long-term project lifecycle to emphasis on observability and robust best practices.
  - Mentored multiple teams (total 10) each with 3-4 members, providing stakeholder management, technical guidance, and hands-on development.

- Presented and organized ‘Walmart AI Summit 2023’, ‘Data Science Gems’, and multiple initiatives at the Walmart IDC org level.
- Created a focused review group on model governance, data observability and managing model drift scenarios.

• **Technical:**

- **AD Ranking and Recommendations:** Created a retrieval and ranking service as a part of Sam’s club(Walmart) AD platform, to reorder sponsored advertisements with the objective to maximize cost-per-click (CPC) on real-time bid-winning ADs, across omni-channel (web / app / mweb) formulated as an linear optimization problem. Unbiased learning to rank using two-tower architecture was implemented. For item retrieval, sentence transformers were fine-tuned to ‘learn’ Walmart online catalog using triplet loss over catalog and item descriptions.
- **Personalization:** Built item-substitution models (used when items go out-of-stock) using text features, item-based embeddings with nearly 100% coverage. Item embeddings were generated at scale using metric learning approach with triplet loss over a siamese network implemented using pytorch. Created a new algorithm for Reorder-you-essentials to brings more than 80% increase in revenue.

2. **Walmart GlobalTech** – Staff Data Scientist *Apr 2021 - July 2022 / Bangalore / Team Size: 8*

- **Macrospace:** Built an automated system to create space elasticity curves (x: space allocated to an item category (collection of items), y: Expected sales revenue / membership renewal for a future time period) using causal ML and an optimization layer to suggest a space allocation for the future per store. Implemented as a mixed integer linear programming problem (MILP) using Pyomo(GLPK) for real-time use by business team. This provided a lift of 2% in revenue over non-macro stores.
- **Markdown:** Predicting optimal futuristic start date for markdown (permanent price drop) for an item and store combo, weekly markdown rates and expected unit sales, correcting ‘offtrack’ markdowns, and suggesting corrected markdowns on-the-fly to maximize revenue using gradient boosting models and bayesian correction. Model setup provided a lift of ~20% in revenue over the existing manual (business logic) markdowns as part of a larger exit-optimization strategy.
- **Pricing:** Developed a methodology to price new items and suggest price changes for existing items based on elasticity curves based on causal inference. Similar items were considered to understand cannibalization effect.

3. **ANI Technologies Ltd (OLAcabs)** – Technical Manager Data Science

*Mar 2020 - Mar 2021 / Bangalore / Team Size: 8*

- Established the data science process for CLM (Customer Lifecycle Management) strategy with LTV / CLV (Lifetime Value) models based on quantile regression.
- Forecasting number of rides based on multivariate time-series data using LSTMs.
- Developed the data science stack for customer pickup using individual and collaborative approaches based on local search in customer location isochrones and clustering of pickup locations.
- Built a real-time system to detect the ride use-case (**commute, errands, transit, ...**) based on google’s places data, time of the ride, place tags from OSM (open street maps) at granular geohash level. Helped the leadership in decision making given the changing usecases (specially during COVID peak time), helped in identifying ‘likely to churn’ customers and take preemptive steps.

3. **DISH Corporation** – Lead Data Scientist

*Dec 2017 - Feb 2020 / Bangalore / Team Size: 10*

- **Setup the Data Science process** along with cross-functional teams of Data Engineering and Devops across geographies. Managed a team of 4-7 data scientists and maintained an internal R packages to reduce boilerplate code.
- **Created AB Testing Framework** and dashboard to experiment with offers for specific Customer sub-populations to quantify the business value. These on-field randomized control trials equipped the multiple marketing teams to understand the offers and changes that led to goals of increased acquisition, monetisation and retention.
- **Churn models:** Created rule-based *interpretable* churn model on imbalanced data (class imbalance) to early detection of churn.

4. **Diet Code** – Chief Data Scientist

*Dec 2016 - Dec 2017 / Bangalore / Team Size: 3*

- Built various recommender engines to recommend news –Content recommender (based on named entity recognition and Jaccard coefficient), Graph recommender (based on item affinity using Katz distance), Collaborative filtering (matrix factorization for implicit feedback based on libmf and Spark).

5. **Cognizant** – Data Scientist

*June 2016 - Dec 2016 / Bangalore / Team Size: 5*

6. **Majorel** – Data Scientist

*Sep 2015 - June 2016 / Bangalore / Team Size: 4*

Prior work experience in Infosys as Mathematical Analyst, Teaching for IITJEE aspirants.