RADHIKA BHRARA

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WORK EXPERIENCE

Software Engineer -ML - Annalect-Omnicom Media Group (Bangalore, Karnataka)   *July 2024 – Present*

- Developed a customized client dashboarding tool using **Generative AI and LLM technologies** for onboarding Amazon & Target, creating a **retailer-agnostic pipeline for Flywheel**, reducing engineering efforts by **63%** & cutting **report generation time by 50%**.
- Optimized **6+ ETL pipelines** for retail clients, including Amazon and Target, leveraging AWS, client-based APIs, Datadog, and Snowflake, resulting in a **40% improvement in data processing efficiency**.
- Investigated and **resolved performance issues** in existing ETL pipelines, increasing reliability & **reducing processing time by 75%.**
- **Standardized multiple database schemas** across all environments, ensuring **100% compatibility & enhancing data consistencies**.
- Devised an **automated alerting system** through the integration of ETL processes with Slack, facilitating immediate awareness of job failures and reducing overall downtime from **critical incidents by an impressive 30%**.

Data Analyst - SLO Technologies Pvt. ltd. (Pune, Maharashtra)   *June 2023 – July 2024*

- Analyzed & transformed **2 million + of live regional land records** for **agri-monitoring**, utilizing **Python libraries, SQL**, & tools such as **Excel and Colab Notebook**, to unlock actionable insights for business.
- Enhanced **Bert BiLstm token classification NER model (Transfer learning)** efficiency up to **86% and identified 4x more entities** by strategically navigating diverse data scenarios and resolving over **10+ ambiguous cases**.
- Innovated an approach of **sentence splitting & survey separation** to solve the tokenization problem **in 97% of docs**.
- Engineered a suite of over **20 intricate regular expressions,** leveraging NLP techniques to **optimize processes by 72%.**
- Expanded comprehensive datasets covering various aspects for 3 distinct models: **Optical Character Recognition (OCR), Transliteration (Large Language Model-based), and Name-matching**, achieving **accuracy above 98%**.
- Designed visually engaging **Tableau & PowerBI dashboards** for **5 use cases & 6 POCs** tailored to clients like RBI etc.

Data Scientist - Excellence Technology Pvt. Ltd. (Mohali, Punjab)   *January 2023 – June 2023*

- Revamped **existing predictive models** & crafted 3 new models based on **Classification, regression & clustering.**
- Implemented **an Exploratory Data Analysis tool** with **10+ functionalities, upgrading the system by 80%.**
- Modeled **60+ industry projects** on Data Science & Managed **client dealings** with international clients & other local company officials **(40+ local & international clients)**.

SKILLS & STRENGTHS

- **Programming & Database & OS:** Python, R, C, C++, PostgreSQL, MySQL, NoSQL, MongoDB, Linux, Windows, MacOS
- **Foundational Skills:** Machine Learning, Deep Learning, Data Warehousing & Mining, Data Visualization, Big Data, MLOps, Cloud Computing (AWS, GCP), Statistical Analysis, Exploratory Data Analysis, OCR, NER, NLP, Regex. Model Deployment & Monitoring.
- **Tools & Libraries:** Colab & Jupyter Notebook, Anaconda, Tableau, Power BI, Git, Apache, Spark, PySpark, Label Studio, MS Excel ,NumPy, Pandas, Matplotlib, Seaborn, Plotly, Bokeh, ggplot2, Scikit-learn, PyTorch, TensorFlow, Keras, NLTK, SpaCy, OpenCV, transformers, Streamlit, MXNet, finance, Tesseract, PyPDF2, Camelot.
- **Agile Methodologies:** Scrum, Kanban, SDLC, Continuous Integration, JIRA, ASANA, WRIKE, Trello, Monday.com.
- **Soft Skills:** Leadership, Public Speaking, Communication, Presentation, Technical documentation.
- **Advanced Analytics:** Reinforcement Learning, Time Series Analysis, Predictive Analytics, Sentiment Analysis, GenAI, Computer vision, Recommendation Systems, Clustering, Classification, Regression, Large language models, Dimensionality Reduction.

EDUCATIONAL QUALIFICATION

Punjab Technical University - PCTE   (Ludhiana, Punjab)

- Btech Computer Science Engineering - 9 CGPA | **Details:-** Class representative, Academic position holder.

AWARDS & ACCOMPLISHMENTS

- Received **Wg. Cdr. H.S. Gill Award** among the campus of 4k+ graduates in the PCTE Group of Institutes campus.
- Attained **Noteworthy key performer** in AdvaRisk among AIAAS team of 30 data scientists & analysts.
- Achieved **Bank of Baroda All-rounder Student Achiever's Award & ISTE Best Student Award** amidst 4k+ students.
- Secured positions in numerous **literary, public speaking,** and **cultural events** for 4 consecutive years**.**

PROFESSIONAL CERTIFICATIONS

- **GOOGLE** - Generative AI, Large language models LLM, Responsible AI **,** Data Analytics Specialization Certificate
- **UPGRAD -** Data Science & Analytics Specialization
- **UDEMY -** The Python Mega Course: Build 10 Real-World Applications, Data Analysis & Visualization
- **IBM -** Data Analysis using Python