

**Ved Prakash**  
**Senior Data Scientist**

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**Professional Experience**

**Dun And Bradstreet**

Senior Data Scientist

**Singapore, SG**

2020-Present

- Design and implemented cross-device Identification models at scale, leveraging AWS infrastructure for end-to-end project.
- Delivered Id-Graph as a solution creating a unified view of customer across all devices, leading to 35-40% improvement in ad-targeting and reachability for brands for targeted audiences with more precision.
- Prototyping B2B2C email Linkage Quality Scoring model for analysis, Developing Baseline and Iterative Algorithm improvement, and creating an evaluation and performance comparison study.
- Develop reporting and analysis to measure the effectiveness of department strategies; make data driven recommendations that optimize channel performance.

Domain: Advertisement Technologies

Technology and Algorithm : AWS ,GCP, Glue, Airflow, Python, Pyspark, Snowflake SQL, DBT, Tableau, Supersets, Jira, Confluence and GitLab.

**HTC Global Services**

Data Scientist

**Chennai, IN**

2018-2020

- Build vehicle Insurance recommendation system for users based on their geographic and demographic details and transactional history, leading to increase in adoption and conversion by 20%.
- Analyse datasets to provide strategic insight, perform quantitative analysis, develops and adapts best practices to design and build medium complexity machine learning systems.
- Makes recommendations about methods to collect, analyse and manage data to improve data quality and the efficiency of data systems.
- Create, extract and perform complex reports utilizing various databases and providing recommendations to different levels of management.

Domain: Insurance, Retail and HR.

Technology and Algorithm : Python, Flask, Pandas, NumPy, Sci-kit learn, TensorFlow, PyTorch, Spacy, NLTK, SQL, Redis and GitHub.

**TCS**

Data Scientist

**Chennai, IN**

2015-2018

- Performed extraction, cleaning, transformation of raw data and statistical analysis to create timeseries models to forecast energy demands and consumptions, resulting in 10-13% energy savings annually.
- Delivered machine learning regression model and pipeline for predicting real-time energy demands and recommending workshop operators (Industrial Steel factory) with actionable information resulting in 8% cost savings on energy and 10-12% reduced electrode consumptions.
- Build and improve reporting that help the stakeholders understand the performance of their business segment and identify action points
- Developed web application Api's and backend components and communicated with clients to identify their needs and goal.

Domain: IOT and Energy.

Technology and Algorithm : Python, Flask, REST API's, Pandas, NumPy, Sci-kit learn, SQL, Redis, GitHub.

**Technologies**

- Language/ Frameworks : Python, PySpark, SQL , PyTorch, Tensorflow, Fast API, Rest API
- ML Ops/ LLM Ops : Docker, Kubernetes, Airflow, ML flow, Kubeflow, CI/CD,
- Google Cloud Platform : GKE, Big Query, Composer, Vertex-AI, Data Proc, Cloud Run, Cloud Function, Looker etc.
- Amazon Web Services : S3, AWS Sagemaker, AWS Lambda Functions, AWS Glue, AWS EKS, AWS ECR etc.

**Education**

**Bhilai Institute of Technology**

Bachelor of Engineering CPI -8.01

**Chhattisgarh, IN**

2011-2015

**Professional Skills**

- Development experience with Python, Pyspark, R and Strong AWS and GCP understanding and experience.
- Strong skills in SQL and proven experience working with the major databases platforms (Snowflake, Big Query, Postgres)
- Strong knowledge of BI tools Tableau development/data visualization experience, including designing and developing reports and dashboards with large data volumes.
- Strong written & verbal communication and presentation skills, with experience crafting a compelling narrative supported by data.
- Excellent communication skills with demonstrated success in presenting complex data and analysis in a clear compelling manner that inspires action
- Excellent team-oriented interpersonal skills and demonstrated leadership.