

THARUN SRIRAM

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PROFESSIONAL EXPERIENCE

THE VANGUARD GROUP

Philadelphia, US

Data Scientist - Data Science Rotation Program

Feb 2024 - Present

- Achieved **8.5X** the conversion lift, compared to business-as-usual outreach campaigns and improved product recommendations for Cash Plus and Margin loans by building **propensity models** using data from over **9M** clients.
- Saved **hundreds of man-hours** by engineering a solution powered by an **Agentic AI** framework that orchestrates agents such as natural language SQL querying or **RAG**-based knowledge search, automating complex workflows in real-time.
- Accelerated investment strategy and development by leveraging clustering-based **text summarization** with **Llama3** and **sBERT** to summarize large volumes of survey comments and extract targeted sentiment and topics.
- Saved over **\$10M** in refactoring costs by helping develop **LineageGPT** to automate data lineage and metadata extraction from code repositories using **GPT4o**; led prompt engineering and architecture with **AWS Lambda** and **SageMaker**.
- Significantly improved developer productivity and time savings by developing a **Claude3.5** based tool called **Universal Code Traverser** to help navigate repositories by mapping out dependencies with file tags and output a dependency graph.
- Assisted retirement strategy research by creating client personas using **weighted K-means clustering** and survey data.

Data Scientist Intern - Financial Advisory Services Lab

Jun 2023 - Aug 2023

- Substantially boosted fund **capture rate** from 13% to **60%** for product recommendations, by redesigning a **recommendation system** with matrix factorization and a supervised Recurrent Neural Network (RNN) framework.

ANHEUSER BUSCH INBEV

Bangalore, India

Associate Data Scientist - Revenue Management

Aug 2020 - Sep 2021

- Contributed to **15.6%** organic revenue growth and saved over **6,000 man-hours** by automating combinatorial feature engineering pipelines for **pricing strategy**, optimizing product mix in the top 20 markets worth over **\$40B**.
- Supported a **9.6%** increase in annual sales, surpassing pre-pandemic levels, by spearheading Covid-19 market analysis and leveraging key sales drivers with **time series** techniques like **Prophet** and **TBATS**.
- Implemented data driven promotions and advertisements strategy in over 10,000 retail outlets in Mexico by leveraging **K-means clustering** and millions of rows of real-time store data to **quantify consumer behavior**.

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES

Graduated Dec 2023

Master of Science in Business Analytics (Data Science) - GPA: 3.95/4.0, Top 15%

- Courses:** Statistics, Machine learning, Product Management, Large Language models, Data Management and SQL, Customer/Marketing analytics, Optimization, Competitive Analytics, Operations Analytics, Internet Analytics, Fraud Analytics, Business Fundamentals (Finance, Economics, Marketing), Mathematics.

NATIONAL INSTITUTE OF TECHNOLOGY TRICHY

Graduated Jun 2020

Bachelor of Technology in Engineering (Chemical) and Computer Science minor

- Courses:** Data Structures and Algorithms, Database Management Systems, Software Engineering, Engineering.

SKILLS

Languages: Python (Pandas, Polars, NumPy, Matplotlib, Scikit-learn, Keras/TensorFlow, nltk, HuggingFace, LangChain), R (dplyr, ggplot2, caret, Prophet), SQL, C++, Bash

Software: AWS cloud stack (SageMaker, Athena, S3, Lambda, etc.), Git, Gurobi, Tableau, Jira, Streamlit

Certification: HackerRank - [SQL Advanced](#), Stanford - [Machine Learning](#), deeplearning.ai - [Neural Networks and Deep learning](#), [Convolutional Neural Networks](#), [Introduction to TensorFlow](#)

Data Science: Machine Learning, Deep learning, NLP, LLMs, Predictive and Prescriptive Analytics, Optimization, Experimentation and A/B testing, Causal Inference, Clustering/Segmentation, Forecasting/Time series, Recommendation systems, Data Mining, Strategy and Agile, Product Management

PROJECTS

- BECTON DICKINSON UCLA CAPSTONE** - Led the development of an AI-based search engine to rank clinical trials for researchers, by leveraging a **BERT-based sentence transformer**, leading to efficient retrieval. (2023)
- AMAZON X UCLA HACKATHON FINALISTS** [\[Link\]](#)- Designed and implemented a product recommender using **content-based** ranking and **DistilBERT**, leveraging product metadata from Amazon. Qualified to the top 4. (2022)

LEADERSHIP

- DATA SCIENCE MENTOR:** Directly mentored over 8 participants in the Women in Data Science (WiDS) 2025 datathon at Vanguard, helping foster a learning environment for women coming from non-technical fields. (2025)
- MSBA ALUMNI CAREER COACH (MACC):** Mentoring over 120 master's students in data science careers, with direct responsibility for 6. Conducted technical interviewing workshops and coaching sessions. (2024-Present)