**URVASHI GUPTA** urvashimittal310@gmail.com

Data Scientist +91 9582361420

UnitedHealth Group (Optum)

**Profile Summary**

Data Scientist with experience into **Machine Learning**. Achievements include creating models from scratch to provide predictive modelling solutions to clients. Knowledge of model development using Machine Learning algorithms to solve case specific problems.

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| **Skills Acquired** |
| Model building using **TensorFlow**, **Keras** **Python** | In-depth understanding of **Deep learning** architectures **| Image processing CNN** | **Machine Learning** Techniques **K-means clustering, Support vector machines,** **Random** **Forest, K-nearest neighbours, Naïve Bayes'** using **Scikit-learn**|Understanding of **Model tuning | Data Visualization** using Seaborn, Matplotlib **| Querying Data** using **Postgres, MySQL | Microsoft Azure ML Studio** |

**EXPERIENCE:**

**Associate Data Scientist | UnitedHealth Group | June 2019 – Present**

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| **PROJECTS** | **ROLE** |
| **CAG to Contract Mapping** | * Worked in project from POC stage till now and handling end to end client interaction and project deliveries * Worked on end-to-end process development for identification of Offshore Restrictions from Contract PDFs using **PDF mining** techniques * Project involves end to end solution creation at Optum level for Contract identification, CAG identification and mapping processes. |
| **AARP Project – Prescriber Scoring, Behavioural Pattern and Sentiment Analysis** | * Analysed the Claims data for creating **Prescriber Scoring Model** for Sales Targeting at Sales Representatives level. Used Various approaches such as Hierarchical Clustering, ranking etc. to identify the segments within the prescribers |
| **Proof of Concepts** | * Worked on a POC on **Azure ML** which involved end-to-end dataflow to fetching model predictions within ML Studio * Worked in capacity of **POD lead for Graph Database** at OptumRx Level and explored the Graph Database its end to end deployment and development into **Docker** * Worked on various use cases such as SalesRep Tracker, Member Lifecycle Analysis using Tigergraph |

**Senior Software Engineer | NEC Technologies| Dec 2018 – June 2019**

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| **PROJECTS** | **ROLE** |
| **ML based Analytics Learning Platform (NEC Display ALP Pro)**  NEC Analytics Learning Platform (ALP) Pro optimizes message delivery with automated content creation and recommendations for targeted customers using AI-based analytics, enabling retailers to customize their content based on age, gender, events, and weather. | * Worked on end-to-end requirement gathering, and ETL from schema creation to final data preparation * Prepared Exploratory data analysis report and derived useful insights using K-Means clustering * Implemented Item-Item based collaborative filtering for the **Recommendation Engine**. * Integrated the model with **Azure Computer Vision API** and Clarifai API for tag comparison and relevant recommendation generation |

**Analyst | HCL Technologies Limited | May 2017 – Oct 2018**

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| **PROJECTS** | **ROLE** |
| **Mastering Customer Feedback Data for Operational Efficiency Reporting** | * The project involved collecting and channelling feedback of customer support team for product improvement. * Conducted **Descriptive and Inferential data analysis** on customer feedback data. * Determined KPIs to assess the performance of User Support team for defining agent-wise incentives/performance. * **Identified product improvement areas** and shared observations with Product Development team. * Implemented the improvements and then predicted if the user will be satisfied or not using various techniques |

**Marketing Executive | Priyanka India Pvt Limited | May 2015 – Sep 2016**

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| **PROJECTS** | **ROLE** |
| **Corporate Planning and PreSales** | * Worked closely with International Marketing team for end to end Request for Proposals reading, filling and tender submissions * In-depth understanding of TendersInfo and Government tenders portals * Worked on cost benefit analysis and handled material deliveries * Worked on MySQL for regular Updation of Supplier Databases |

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| **Industry-Skill Courses and MOOC** | | |
| **Data Science and Machine Learning using Python** | Pierian Data International (Udemy)  License : UC-ZSRGN0P5 | * Linear Regression with one and multiple variables – Cost function, Gradient Descent * Logistic Regression – Cost function, Gradient Descent * K-means Clustering, k-nearest neighbours,SVM, DecisionTre classifier, Random forest, XG boost, Ada boost |
| **Python Programming**  (Duration 3 months) | Mapping Minds New Delhi | * Basic to Intermediate Python programming. * Defining Functions, datatypes and Loops. |
| **Basic Statistics** |  | * Correlation and Regression, Probability and Sampling Distributions, Confidence Intervals * Hypothesis Testing and Significance Tests, Multi-collinearity, Heteroscedasticity |

**EDUCATION**

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| **EDUCATION** | | |
| Class X Examination, 2009 | Central Board of Secondary Education | 87% |
| Class XII Examination, 2011 | Central Board of Secondary Education | 95% |
| Economics Honours , Statistics, 2014 | Daulat Ram College, Delhi University | 71.85% |
| Masters in Economics with Specialisation in Statistics, 2016 | IGNOU (Distance Learning) | 69% |
| Post Graduate Diploma in Applied Statistics | IGNOU (Distance Learning) | Pursuing |

**Declaration**

I solemnly affirm that the above furnished particulars are true to the best of my knowledge and belief.

Urvashi Gupta