VAIBHAV JHA

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PROFILE

- Experienced Data Scientist with 6 years of work experience in Tech, Fintech and Telecommunications
- Expertise in building data-intensive applications, product analytics, consumer-centric strategy formulation and execution
- Proficient in setting up production scale data pipelines, quantitative storytelling, strategy formulation and execution with Python, SQL, Tableau, Big Data and Machine Learning
- **Core Competencies:** Stakeholder Management, Generative AI, Product Analytics, Reporting, A/B Test, Data Visualization, Data Mining, Technical and Quantitative Storytelling and Analysis, Presentation and Recommendations

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA, United States   **December 2022**
Master of Science in Business Analytics (STEM) (GPA: 3.8)
- Natural Language Processing, Machine Learning, Fraud Analytics, Deep learning, Business Communication

Vellore Institute of Technology, School of Computer Science and Engineering – Vellore, TN, India   **July 2017**
Bachelor of Technology in Computer Science and Engineering (GPA: 8.50)
- Computer Networks, Database Management Systems, Operational Research, Data Structures and Algorithms

PROFESSIONAL EXPERIENCE

International Business Machines - San Francisco, California
Senior Data Scientist   **Feb 2023 - Present**
- Collaborated with telecommunications clients to assess trends, spearhead AI initiatives, and boost products and services through strategic data insights
- Led Generative AI initiatives, including client pilots for code generation/understanding, RAG, and customer service
- Assessed churn and engaged customers with an upsell strategy, employing a causal inference diff-in-diff experiment to measure sales program's impact, resulting in an incremental $9M annually
- Formulated a customer segmentation strategy focusing on presence, usage, and billing to personalize outreach and optimize migration paths for major clients, achieving a $1.7M annual migration benefit
- Created automated AI-based case assignment tool for customer service agents, cutting down Average Handling Time by 13%

Data Scientist   **May 2022 - Feb 2023**
- Combined multiple data sources and performed fuzzy matching to explain $79M worth of customer drop-outs over a year
- Devised success measures of recommendation engine through monitoring key metrics and present strategies to stakeholders
- Designed and executed structured data mart foundation to potentially churned customers. Conducted survival analysis to estimate probability of churn and determine agent reach-out priority. Impact: $10.2Million by 5.3% reduction in churn rate
- Deployed a boosted tree predictive model to prioritize loss-generating disconnect requests reducing losses by 4.7%
- Curated Power BI dashboard for real time tracking of service contract changes, supporting multiple telecom stakeholders

Branch International - Bangalore, India
Software Engineer 2   **Sep 2020 - Jul 2021**
- Partnered with product and engineering to devise product strategy for India KYC increasing daily user conversion by 32%
- Led a team of 2 software engineers to deploy Optical Character Recognition cutting down KYC rejection by 38%
- Managed and enhanced core-banking APIs for markets in Kenya, Tanzania, Nigeria and India
- Collaborated with cross-functional teams and executed A/B testing for Auto Debit, KYC, and Investments

PayPal - Chennai, India
Software Engineer 2   **Mar 2019 - Apr 2020**
- Partnered with multiple teams and implemented 2-way-sms validation strategy to reduce fraudulent transactions and minimize good-user decline rate, saving a cumulative $115K monthly
- Formulated end-to-end strategies to improve back-office efficiency by 4%, estimated $250K loss savings annually
- Partnered with stakeholders ranging from business, engineering, and CS ops to engineer and revamp Fraud Case review tool. Improved Agent experience with consistent engagement and rapid prototyping

Software Engineer 1   **Jan 2017 - Mar 2019**
- Framed migration strategy to rewrite legacy fraud management APIs involving a monthly transaction volume of $3 Million
- Spearheaded efforts to automate One-box testing, decreasing manual intervention and ensuring quality deployment
- Implemented Naive Bayes and SVM to examine social media sentiment and accurately captured 77% of negative comments
- Analyzed PayPal's social media mentions to perform Sentiment Analysis; Presented insights on a near-real-time dashboard

TECHNICAL SKILLS

Programming: Python, R, SQL, Java, Ruby, Javascript, Node.js
Tools: Jupyter Notebook, Pandas, Scikit-learn, TensorFlow, Tableau, PowerBI
Cloud: Google Cloud Platform, AWS (EC2, Lambda, Beanstalk, S3, Sagemaker), Azure
Techniques: Machine Learning, Quantitative Analysis, Data Visualization, Predictive Modeling, Generative AI
Other: Git, Agile methodologies, Trello, Kanban, JIRA, Confluence