

VAIBHAV JHA

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PROFILE

- Experienced Data Scientist with 6 years of work experience in Tech, Fintech and Telecommunications
- Expertise in building scalable software solutions, 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 multiple telecommunications clients to assess trends, spearheaded 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 \$19M 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

- Built core back-end analytics engine to tie up siloed client data and explained \$79M worth of disconnects over a year
- 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 reduced monthly 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

- Owned and developed KYC components for seamless user app-onboarding experience; increased conversion funnel by 32%
- Led a team of 2 software engineers to deploy Optical Character Recognition functionality on user-scanned documents cutting down KYC rejection by 38%
- Managed and Enhanced Core Banking APIs (Ruby on Rails) including scheduled jobs to enhance user experience
- Collaborated with cross-functional teams and executed A/B testing for multiple campaigns - Auto Debit, KYC, 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

NOTABLE ACCOMPLISHMENTS

- 1st place in IBM WatsonX AI Challenge [out of 12000+ submissions] (August 2023) – Generative AI Retrieval Augmented Generation using large language models to speedup response times and assist Customer Service associates
- Branch Intl. Hackathon "People's Choice" Winner (Dec 2020) - Elasticsearch in Admin portal (4x speed boost)
- Risk Developer Efficiency Hackathon Winner (Jan 2020)- Built One-box Testing tool for efficient production deployment
- Merchant's Award, PayPal India Hackathon (Oct 2018) - Personalized website with webhook integration for small merchants
- Best Overall Project, Intern Project Showcase, PayPal Chennai (Jun 2017) - Social Media Sentiment Analysis / Twitter Bot

TECHNICAL SKILLS

Programming: Python, R, SQL, Java, Ruby, Javascript, Node.js

Tools: Jupyter Notebook, Pandas, Scikit-learn, TensorFlow, Tableau

Frameworks: Flask(Python), Pytorch, Springboot, Ruby on Rails,

Cloud: Google Cloud Platform, AWS (EC2, Lambda, Beanstalk, S3, Sagemaker), Azure

Techniques: Machine Learning, Statistical Analysis, Data Visualization, Predictive Modeling

Other: Git, Agile methodologies, Trello, Kanban, JIRA, Confluence