

Vichitra Kumar

Sungarh, PO Ratangarh, Noorpur (UP) - 246734
vichitrak93@gmail.com | +91-9720258338 | www.linkedin.com/vichitrak93

OBJECTIVE

I aspire to pursue a Master's in Data Science to augment my analytical acumen and imbibe pertinent, cutting-edge technologies. Post my graduate education, I intend to work on large-scale data science applications and apply my academic and professional experiences to attain my desired career goals. Later, I'd like to lead the data science division of an emerging organization and use it meaningfully.

EDUCATION

Bachelor of Technology: Computer Science in specialization with Open Source & Open Standards 2012-16
University of Petroleum and Energy Studies, School of Engineering, Dehradun GPA: 2.76/4.00

PROFESSIONAL SUMMARY

Having 5 years of experience in Data Analysis, Digital Forensic, Machine Learning, and Software Engineering
Industry Domains: Healthcare(India/US), Retail, and Manufacturing

PROFESSIONAL EXPERIENCE

Evalueserve, Gurgaon

Jun 2021 – Present

Lead Analyst

- **Customer Segmentation & Channel Realignment**

Will be developing a customer segmentation model for a global retail client to understand the customer micro-segments to realign the existing marketing channels, design marketing campaigns, and boost the market base.

- **Physician Segmentation**

Led a team of 3 analysts to develop a physician segmentation model for a pharma client to understand physicians' digital behavior and emerging channels due to COVID, to optimize the online and offline marketing strategies.

PricewaterhouseCoopers, Gurgaon

May 2019 – May 2021

Associate Consultant

Been part of a Digital Forensic team with a govt. client i.e. National Health Authority (India), which runs one of the world's biggest healthcare initiatives i.e., 'Ayushman Bharat Yojna (AB-PMJAY).

- **Fraud Investigation using Data Analysis**

- Solely led fraud analysis for Beneficiary Registration System, processing incremental user data of 150 Million beneficiaries from more than 30 different geographical entities.
- Developed various analytical routines using Python, Pandas, SQL, and ML to detect fraudulent beneficiaries and claims by analyzing complex patterns with more than 90% accuracy of confirmed fraud.
- Worked on the development of a national-level administrative dashboard which helped in finding fraud-prone areas to focus on. It helped in optimizing resources and a 10% increase in confirmed fraud cases.
- Automating the routine tasks of data refresh, state-wise reports, fraudulent cases dissemination, data analysis jobs, using Python, Pandas, Excel, and APIs, which helped save 8 man-hours per week.
- Developed complex algorithms around colluded entities to identify the fraudulent patterns and fraud rings.

- **Fraud Investigation using Advanced Data Analytics**

- Developed an image analysis process implementing deep learning, OCR, and NLP to find differences between case details and clinical documents. This model has 91% accuracy of confirmed fraud.
- Developed an automatic card approval model using logistic regression to replace the manual card approval system, it helped in reducing the manual work of an approver by 8 hours a day.
- Developed a user profiling module to classify users into 'safe' and 'fraud prone' categories, which helped in preventing fraudulent transactions proactively.
- Developed a Text Mining module and performed NLP to process the beneficiary feedback text data from the portal.

Birlasoft, Pune

Aug 2016 – May 2019

Software Engineer

- **Data Analysis & Business Intelligence**

- Developed administrative sales and revenue dashboards for the client. It helped in identifying core improvement areas of sales and product distribution.
- Contributed to data mining module development using Python to fetch data from various sources like social media, portal database, documents, etc. to bring out relevant insights and perform NLP.

- **Data Integration**

- Designed, implemented, and deployed the data integration solution using tools like Talend, BizTalk for A2A, and B2B applications, carrying data of millions of sales revenue every day.
- Led an application change management and production deployment.
- Automated routine tasks using PowerShell to create daily reports and archiving quarterly application log files.

RELEVANT PROJECTS AND INTERSHIPS

Intern, Social media impression, reach and ROI analysis, IBM (Bangalore)

May 2015 – Jul 2015

This project aimed to develop an automated analytics module to analyze social media ads impressions, reach, likes, and shares of a product to calculate the ad campaign ROI.

- Developed a module to fetch data via API and process to calculate various metrics by summarizing the data
- Created an executive-level dashboard to present ROI and various metrics of a product advertisement.

Breast Tumor Image Analytics System, Team of 2, UPES

Jan 2016 - Apr 2016

- Built a CNN model on the BREAKHIS dataset to analyze the breast tumor images and determine if it's malign or benign. The model was able to identify malignant tumor images with 86% accuracy and 0.1% false positives.
- Developed a module using image processing to filter tumor parts from images for model training.

Budget optimization using MMM, Team of 2, UPES

Aug 2015 - Nov 2015

- Performed the EDA, data processing, transformation using adstock, moving average, etc. to prepare the data.
- Developed additive and multiplicative linear regression models to present the model accuracy comparison.

TECHNICAL CERTIFICATIONS

- Completed Google Project Management(6 Courses) Certificate - Coursera (Nov 2021)
- Obtained Google Data Analytics(8 Courses) Certificate - Coursera (Oct 2021)
- Basic Statistics from University of Amsterdam – Coursera (Jan 2019)
- Machine Learning from Stanford | Online – Coursera (Oct 2018)
- Neural Networks and Deep Learning from DeepLearning.AI – Coursera (Oct 2018)

SKILLS

- **Programming Language:** Python (Pandas, Scikit-learn, Keras, OpenCV, Flask, NumPy, NLTK, Tesseract), SQL
- **DBMS:** PostgreSQL, MySQL, SQL Server
- **Software:** Pyspark, Tableau, Power BI, Excel, Dataiku

LEADERSHIP AND VOLUNTARY EXPERIENCE

- Currently leading a team of 3 analysts for a global MNC client in the current organization, 2021
- STAR R&R Award, 2019 & 2020: Accorded by PwC for extensive work.
- Elected as Branch Representative to placement cell for Computer Science branch, UPES, 2016
- Worked with a non-profit organization named icareindia for 4 months as a volunteer in its national event, 2014