



CONTACT

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TECH SKILLS

- Python
- SQL
- AWS
- Google Cloud Platform
- Hadoop
- Airflow / DBT
- NumPy, Pandas
- Generative AI
- ETL / ELT
- Tableau
- Natural Language Processing (NLP)
- Power BI
- Apache Hive / Teradata
- Data Analysis
- GCP
- Looker / Looker Studio
- PySpark
- Data Modeling
- Big Data Analytics
- Apache Kafka
- Git
- Data Structures & Algorithms
- Machine Learning
- Image Recognition
- Large Language Models (LLM)
- Databricks / Snowflake

LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Japanese (Basic)

VIGNESH R

DATA SCIENCE - GEN AI, LLM, ML
DATA ANALYTICS & ENGINEERING



PROFILE

Versatile Data Wizard with rich tech experience, fuelled by deep passion for Data Technologies. Exploring opportunities in realms of Data Science, Gen AI & Data Analytics



PROFESSIONAL EXPERIENCE

Infra.Market JUN 2023 - PRESENT
Senior Data Scientist

- » **Data Science :**
 - Built E2E Analytics App with **Gen AI** capabilities such as Conversational AI, Automated Insights generation from uploaded Excel data using LLMs
- » **Data Analytics :**
 - Crafted end-to-end Looker Studio dashboards, to distill complex datasets into actionable insights, helping make decision faster
- » **Data Modelling :**
 - Architected & worked on Data modelling - Star and Snowflake schema (Developed Facts & Dimensions cube)
- » **Data Engineering :**
 - Architected & constructed scalable ETL pipelines across domains
 - Created & managed various Data Platforms (Airflow, Superset, DataHub)

LinkedIn MAR 2022 - JUN 2023
Data Insights & Analytics Engineer

- » **NLP based Sentiment Analytics :** Brand Analytics & Influencer Analytics using Natural Language Processing (NLP)
- » **Cheque validation using YOLO:** Used imaging models to verify the validity and correctness of the Cheque uploaded by Ad agencies
- » **Driving Scale for Platform Insights & Analytics :** Intelligent Automation of Manual Analytics (Saved 500 hours of Human Efforts)
- » **Tableau Dashboard Analytics :** Built end-to-end Tableau Dashboards for visualising various business verticals insights

Citigroup MAR 2021 - MAR 2022
Specialist - Data Analytics

- » **Digital Analytics :** Managed Paperless enrollments for Marketing Campaigns of existing customers, for Retail banking & Credit Card customers over and above managing BAU deliverables
- » **Credit Cards - Loyalty assessment :** Identified spending behavior of customers to qualify them for to earn & burn campaigns
- » **Routine analytics & impact assessment :** Executed BAU deliverables to identify any outlier/pitfall in existing campaigns
- » **Platform Migration - SAS codes into PySpark platform :** Converted old static codes from SAS to PySpark-Enterprise Analytics Platform, offering greater flexibility, automating most manual efforts

Verizon JUL 2019 - MAR 2021
Data Scientist / Analyst

- Machine Learning - Post order Accessory Model :** Predicted the propensity of the customer to purchase accessory after placing an order (Increased 7.2% secondary sales)
- » **Feed-card / Live Tiles - Optimization + Analysis :** Analytics on Personalization & Prioritization of the cards (+ 3% conversion rate)
- » **Sales Retrospective Analytics :** Measured the effectiveness of every campaign that is being done by Sales and Marketing team & provided effective recommendations



EDUCATION

B.E - Computer Science Engineering 2015 - 2019
Sri Shakthi Institute of Engineering & Technology
GPA: 7.3 / 10