



VIGNESH R

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

CONTACT

Phone:
+91 86085 77937

Email Address:
vckiyer@gmail.com

Address:
Bengaluru, India

LinkedIn
linkedin.com/in/vcky

Website
ur.link/viki

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)



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