

## EMPLOYMENT

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### Data Scientist

PharmaAce Analytics Ltd.

January 2020-Present

- Work on creating a predictive alters, for different oncology indications by different NPIs(Doctors) using claims and EHR data, for USA based pharmaceutical giant, and hence helping in uplifting the conversion rates
- Validating the different data sources and marking different validation points as QC checkpoints so as to maintain the integrity and combine different data sources

### Analyst-Data Science

Infosys Ltd.

August 2019 – January 2020

- Created an automation tool using web Scraping (BeautifulSoup and Pandas libraries) technique for internal QC team as part of Accelerate task
- 30-33% reduction in the resource utilization and resulting in saving around 11k Dollars monthly

### Senior System Engineer

Tata Consultancy Services Ltd.

January 2017 - August 2019

- Developed and implemented PMAS (Propensity Model at Scale), i.e. a look-alike model, which helps in identifying and grouping the user in terms of dominant attributes and predicting the behavior of new leads accordingly, in digital Marketing Domain
- 20% increase in the KPI i.e. Open Rate and Click Rate (averaging down the email campaign for each product), which is more than the historical average. Meanwhile helped in removing the problem of IP reputation and IP warming of Server

### System Engineer

- Deploying ML model (Propensity Model At Scale (PMAS) model) using AmpScripting in Salesforce Marketing Cloud (ExactTarget Cloud) using technique called CADE (Content Area Data Extension)
- Performed data preparation using MS-SQL for different email-campaigns and delivery via, Marketing cloud Automation

## Languages and Technologies

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- Python, MS-SQL, Databricks.
- Strong hold on Machine Learning Algorithms like Decision Tree, Random Forest, Linear, Logistics Regression, K-Nearest Neighbor, various Regularization techniques (Ridge and LASSO), Boosting Techniques and other statistical techniques.
- Understanding of **neural networks (CNN)** and **deep learning** Framework like Keras.
- Environments and IDEs- PyCharm, Anaconda Navigator, Google Colab

## EDUCATION

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### Lucknow, India

Institute of Engineering and Technology

Aug 2012 - May 2016

- B.Tech. in Electronic and Communication.

## REPRESENTATIVE PROJECTS

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- Developed a classification model using LGBM algorithm in Python based on 200K rows of data points with 42 parameters and achieved the auc\_roc = 0.89.
- Simulated the design of Quantum Dot (Q-bit) based ALU and compared it with the 14-nm CMOS based ALU in terms of latency time, efficiency, area and cost of design. Q-bit is the base of Quantum supremacy developed by Google.

## ACHIEVEMENTS AND RESPONSIBILITIES

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- Scored [gold badge](#) in SQL on HackerRank
- Presented a [paper](#) on “How to use AI to predict probability of occurrence of a cyber-crime”, on cyberhackathon.
- Achieved [6th rank](#) in an online test organized by Women in Data Science (WiDS) on Analytics Vidhya.
- Achieved [on the Spot Award](#) and [Special Initiative Award](#) for my role in Quality Checks and automating the process of QC.
- Volunteered and campaigned for the WiDS (Women In data science 2019) for Pune Chapter
- Volunteered and mentored [Corporate Social Responsibility \(CSR\) Empower](#) initiative.