AVINASH AV

SUMMARY

Full stack Data Scientist with six years of experience in solving complex business problems across various domains like e-commerce, Travel etc.
Proficient in Python, R, SQL, Machine Learning, Big Data, Google Cloud Platform (GCP). Also experienced with entire Data Science product development lifecycle (ETL pipeline creation, EDA, model development and deployment).

WORK EXPERIENCE

Data Scientist, RateGain | Noida, UP, India
Feb'19 – Present
Job Profile

The role requires leveraging machine learning and AI to deliver innovative digital data and business intelligence solutions to Travel & Hospitality industries.

- Successfully delivered end-to-end price recommendation engine for a UK based Ferry Company. Created an automated ETL pipeline for storing client's transactional and fleet data, developed a demand-forecasting model using random forest integrated that with rule engine. The price recommendation engine gave real time recommendation for next 100 days, 10 sea ports, 6 different ship categories and had over **98% acceptance rate**. This helped the client in improving the average daily rate by 4%
- Successfully developed and deployed an anomaly detection model using **Xgboost** which automated the quality checking process for data scrapping reports for a travel & hospitality conglomerate resulting in **5% increase in report acceptance rate and saving 300 man hours per month**

Consultant, Aujas Consulting | Bangalore, India
Jun'16 – Feb'19
Job Profile

Worked out of client: UIDAI (Aadhaar card, the largest user identity platform in the world) location and interacted frequently with IAS officers and other key business stakeholders. Provided analytical and statistical solution for detecting user/operator fraud. Was also responsible for ensuring that insights provided are getting implemented and measuring the incremental revenue impact

- Designed a operator scoring framework to analyze user – operator collusion across India. As part of the project came up various KPIs to analyze how enrollment patterns varies at individual operator level. Used Logistic regression and later random forest classification to identify fraudulent operators. With this framework GOI blacklisted more than 200k Operators, amounting to **Rs.80 M cost saving,**
- Successfully analyzed authentication patterns to identify outliers. Deep dived into these patterns and prepared a report to GOI about machine based authentication attacks. Proposed and oversaw new rules are implemented and correctly functioning leading to decrease of **30% user complaints w.r.t fraudulent impersonation.**

Data Scientist, Grabon | Hyderabad, India
Oct'15 – Apr'16
Job Profile

Worked for Gabon, an affiliate marketing company and one of the leaders in coupon industry as the lead data scientist.

- Designed custom portfolios to highlight top performers, potential winners for CEO. Wrote and maintained API's for getting data from multiple external websites and designed the final portfolio in PowerBI leading to **reduction of 40 man-hours per week.**

Decision Scientist, Mu Sigma| Bangalore, India
Jan'14 – Oct'15
Job Profile

As a Decision Scientist in the world's leading Decision Sciences firm, I worked with leading online professional Networking company based in USA.

- Developed a **Seasonal Hybrid ESD (SHESD) time series model** to detect revenue drops and flares with a success around 90% accuracy leading to potential reduced workload by 120 man-hours per year
- Developed a customer journey dashboard from landing page to checkout pages. Identified pages with high drop-off points and bounce rates across pages. Led to identification of **"reluctant buyers" leading to potential $ 3M saving per year.**

EDUCATION
AIT Pune (Aug'10 – May'14)
Bachelor of Engineering
Information Technology

Technical Skills
LANGUAGES
SQL, Python, R, hive, Pig,
Shell scripting

LIBRARIES
Pandas, NumPy, scikit-learn,
matplotlib, seaborn

ALGORITHMS
Linear/Logistic Regression, Decision Tree, Random Forest, XgBoost, Clustering, AR, ARIMA, ARIMAX

TOOLS
Google Cloud Platform: (BigQuery, DataFlow, Cloud storage),
Docker, Git, Kubernetes,Tableau, Flask, PowerBI, Fb Prophet

Awards and Achievements

Worked on the paper: Fiscal Deficit – State and Centre Trend Analysis for Dr Rajeev Gowda.Dr Rajeev Gowda is a Rajya Sabha MP , Prof. of Ecnomics at IIM-B and policy head of Congress.

RateGain
Spot award 'Leading by Example' for one of the key projects in Q2, 2019-20

MuSigma
Spot award for individual contribution, 2014-15

Certifications

- **Policy In Action Program by Young Leaders for Active Citizenship (YLAC)**
- **Intro to Google Coud platform**