Yashwanth Devireddy

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SUMMARY

- Data Scientist with 3+ years of experience in Machine Learning, Data Analytics, Data Modeling, Statistical Modeling, A/B Testing, Data Mining and Data Visualization
- Proficient in Python, R, SQL, Tableau, TensorFlow and Spark
- Skilled at developing and implementing analytical and ML models to improve operational efficiency and business outcomes
- Experience in managing AWS Cloud Resources like EC2, S3, Elastic Load Balancer, RDS, Glacier

WORK EXPERIENCE

JCPenney Dallas, TX
Data Scientist *Feb 2024 - Present*

- Architected a machine learning pipeline using Scikit-learn and Python to analyze 25M+ customer records, implementing RFM (Recency, Frequency, Monetary) analysis combined with K-means clustering and PCA to identify high-value customer segments, resulting in a 14% increase in targeted email campaign engagement
- Developed predictive models using XGBoost and Random Forests to forecast customer purchase behavior across different segments, enabling personalized pricing strategies that increase customer spend by 15% for premium segments
- Implemented the segmentation model in production using AWS SageMaker, enabling real-time personalization of marketing campaigns and increasing response rates by 28%
- Led the development of a demand forecasting system using neural networks in TensorFlow to optimize inventory across 650+ retail locations, reducing stockout incidents by 18% while maintaining optimal stock levels
- Engineered a pricing optimization algorithm leveraging decision trees and linear regression, which boosted profit margins by 8% while ensuring competitive positioning against top market rivals through real-time adjustments

JCPenney Dallas, TX
Data Scientist Intern *Aug 2023 - Dec 2023*

- Created a predictive model using XGBoost and Python to forecast seasonal trends, contributing to a 10% improvement in inventory planning accuracy
- Conducted exploratory data analysis and generated visualizations using Python(seaborn) and R(ggplot2) to understand customer behavior patterns, providing actionable insights that increased average order value by 8%

Accenture Hyderabad, India
Data Scientist *Aug 2020 - Dec 2021*

- Architected and executed a targeted credit card marketing campaign, yielding a 16% spike in the open rate for X-selling credit cards through strategic customer segmentation with clustering algorithms
- Instrumental in developing a predictive credit card fraud detection classification model for a leading US banking client, resulting in a $3M reduction in fraud losses within the first year. Leveraged data science methodologies, and performed a thorough analysis and visualization of transactional trends and patterns
- Pioneered a substantial over 6% reduction in Net Credit Loss by effectively applying Boosting techniques to predict credit balances and refine credit lines
- Collaborated with cross-functional teams to develop predictive models to improve business outcomes, resulting in a 20% increase in revenue
- Achieved a noteworthy 12% reduction in consumer churn for gold credit card customers by adroitly implementing Bagging classifiers with Grid Search CV

Enique Solutions Hyderabad, India
Data Analyst *Jan 2020 - Jul 2020*

- Conducted in-depth exploratory data analysis for a major US fintech client using Python (Pandas, Numpy) to identify patterns in customer transaction data, leading to a 12% reduction in fraudulent activities
- Built predictive models using logistic regression to assess transaction risk patterns, improving fraud detection accuracy by 20% for the client's retail banking division
- Designed interactive Tableau dashboards to visualize key financial metrics, enhancing the client's ability to make data-driven decisions and improving reporting efficiency by 25%

EDUCATION

The University of Texas at Dallas Dallas, TX

Master of Science in Computer Science | Data Science Track *Jan 2022 - Dec 2023*

Awards: Awarded the Erik Jonsson Dean's Scholarship in a cohort of 600 graduate Computer Science students.

Coursework: Machine Learning, Statistics for Data Science, Database Design, Artificial Intelligence, Big Data Analytics and Management, Algorithms and Data Structures

Velagapudi Ramakrishna Siddhartha Engineering College Vijayawada, India

Bachelor of Technology in Electronics and Communication Engineering *Jul 2017 - Jul 2021*

SKILLS

Programming Languages: Python, R, SQL, Java, Scala

Packages & Tools: Numpy, Pandas, Matplotlib, Scikit-learn, Seaborn, TensorFlow, PyTorch, Keras, Scipy, ggplot2, dplyr, plotly

Data Visualization: Tableau, Power BI, MS Excel

Statistics & ML Techniques: Linear Regression, Logistic Regression, Clustering(K-Means), PCA, Neural Networks(Deep Learning), Decision Trees, Random Forests, XGBoost, SVM, Model Tuning, Grid Search, Hypothesis Testing

Other Tools & Technologies: AWS, Microsoft Azure, Spark/PySpark, Hadoop, Snowflake, Databricks, Redshift, Git, Docker

Certifications: Stanford University course in Machine Learning, Deep Learning Specialization(DeepLearning.ai)

PROJECTS

Intelligent Rival for Nine Men's Morris [Python, GameAI, Reinforcement Learning]

- Created an intelligent opponent using Mini-Max and Alpha-Beta pruning, achieving a 93% win rate against human players
- Competed in a class-wide AI competition organized by the professor, securing a top 3 position among 80+ participants

Counter-Speech Generator against Online Hate Speech [PySpark, NLTK, Machine Learning]

- Developed a deep learning model using PySpark and NLTK for NLP tasks to generate counter-speech against online hate speech, achieving 85% accuracy. Performed sentiment analysis to evaluate the effectiveness of the counter-speech

Stock Price prediction with LSTM-RNN [PySpark, Databricks, AWS]

- Designed and implemented an AWS Spark pipeline using PySpark and Databricks to predict stock prices with 93% accuracy
- Utilized Databricks to create scalable data pipelines for real-time data ingestion and pre-processing