

Contact

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Top Skills

Microsoft Azure

DAX

Azure Data Lake

Certifications

University of Pennsylvania -
Fundamentals of Quantitative
Modeling

Apache Spark Fundamentals

Machine Learning Specialization -
University of Washington

Google - Computing, Storage and
Security with Google Cloud Platform

Data Architect

Honors-Awards

Deakin India Merit Scholarship

Zerub Roberts

Data Scientist | Senior Data Analyst | Data Consultant | BI
Greater Melbourne Area

Summary

Data specialist with 8+ years of consulting experience with an extensive focus on predictive analytics and business intelligence.

✳ Hands-on experience with multiple BI platforms (Tableau, Power BI & Qlik), machine learning tools (Python, AWS Sagemaker, Tensorflow), data engineering, and integration (SQL, Snowflake).

Strong understanding of best practices in software engineering for writing modularized, scalable, production-level code.

Experience

Cast Solutions

Data Consultant Lead

August 2018 - Present (7 years 1 month)

Melbourne, Victoria, Australia

- Provided consulting services to clients across multiple sectors (engineering, utilities, university, water, and technology); identified business challenges and needs and determined how the use of predictive or prescriptive analytics could be leveraged by the business.
- Experienced in connecting to, interrogating and integrating a wide range of data sources - legacy, finance and ERP systems, REST API connectors and databases (MS Access, SQL Server, AWS Redshift, Hadoop) and IoT Sensor data.
- Built end-to-end Data/BI Solutions by integrating various data sources (SQL, legacy systems, APIs), performing data modeling, creating dashboards for different user personas, and including advanced analytical capabilities (ML).
- Piloted sophisticated advanced & innovative analytics solutions and demos to prove value for clients:

Geo-analytics and route optimization using ArcGIS and Google Maps API

Predictive asset maintenance (ensemble models using Python integration with Qlik - Pytools library)

Predicting Weather-related power failures (this solution is now implemented across Eastern Victoria Power Maintenance company)
Detecting lack of protective clothing on construction sites using OpenCV, AWS Sagemaker, Rekognition, and real-time SMS alerts.

Pathstream

Data Analytics Mentor

June 2021 - Present (4 years 3 months)

United States

Instructor/project evaluator for the Tableau Data Analytics Program offered by Pathstream to various Universities and adult learners at Amazon & Walmart.

My responsibilities include -

- Assessing student project submissions (submitted via the Pathstream platform) against a rubric to determine an overall score, within 72 hrs of project submission.
- Providing constructive and actionable qualitative feedback that leads to deeper understanding and skill building, using a professional yet friendly, growth-mindset-oriented tone.
- Professionally and promptly responding to student questions related to their score, in coordination with the instructor for the course.
- Providing feedback to the instructional team & learning experience design leads to improve curriculum and projects.
- Developing project-specific comment bank, highlighting common student errors to enable easier onboarding for new project evaluators.

Data-Driven

Senior Power BI Consultant

August 2023 - January 2024 (6 months)

Australia

Atturra

Senior Data Consultant

April 2023 - September 2023 (6 months)

Australia

InDebted

1 year 8 months

Data Scientist

September 2021 - April 2023 (1 year 8 months)

Melbourne, Victoria, Australia

Problem: CS agents are a big chunk of operational costs. Need automated email triaging due to increased inbound volume while onboarding bigger clients.

Solution: Built & deployed a Text Classifier model on AWS Sagemaker to deflect 40% of inbound emails comms & with a weighted accuracy of 70%

Outcome: Deflected 20% of new inbound emails per day (about 1200 emails) & sent auto-responses, saving ~100hrs/day (AHT of 5 mins/email).

Deployed an inbound comms volume forecasting model (across multiple channels & countries), with a MAPE of 74% to enable CS teams to better anticipate periods of peak demands & roster agents accordingly to lower customer wait times.

Quantified the \$-value impact of various ML models on the business and created dashboards to monitor model performance and track real-time cost savings.

Followed best practices in MLOps (experiment tracking with MLFlow, model/ data versioning, monitoring model drift, CI/CD pipelines, etc.)

Data and Insights Analyst

September 2021 - May 2022 (9 months)

United Kingdom

Took ownership and worked with cross-functional teams to implement a suite of internal & client-facing dashboards, built key metrics, and automated reporting -

Finance: Client Profitability Dashboard. Associated all costs (stripe transactions, customer service time spent, fees, messaging costs) & profits per each client.

Customer Service: Built a comprehensive Agent Scorecard dashboard tracking all aspects of 100+ CS agents (productivity, efficiency, compliance, and knowledge checks). Quantified metrics around Avg. Handle Time, Response Time, and Resolution Time and created a unified score for ranking purposes.

Client-facing dashboards - Moved client reporting from monthly PDF reports by implementing a Tableau server with row-level-security features, providing real-time insights into their customers.

Product & Data: Collaborated with Product & Data Science to track the impact of various ML models on different engagement metrics (click rate, conversion rate, with the entire funnel visualization).

QUT (Queensland University of Technology)

Learning Advisor (Data Science)

January 2021 - June 2021 (6 months)

Melbourne, Victoria, Australia

- Learning advisor for the Graduate Data Analytics Certificate offered to students at Queensland University of Technology (QUT Online).
- Responsible for facilitating the planned academic content and acting as the first point of contact and support for our online students.
- Marking, processing and submitting assessment results according to established guidelines within requested timeframes.
- Being visible and available to students, maintaining a presence on discussion boards every 24-48 hours.

headspace

Data and Insights Analyst

June 2016 - August 2018 (2 years 3 months)

Melbourne, Victoria, Australia

Created custom visualizations for the research team to visualize complicated interactions within large datasets using UpSetPlot in Python (for plotting a 24-set intersection graph) & non-native Tableau visualizations (sankey, radar, custom-drawn)

- Delivered data analytics and reporting services to headspace centers, Primary Health Networks (PHNs), and internal stakeholders
- Designed, developed, and standardized tableau dashboards for the Early Psychosis Program (hYEPP) which is now used by center managers and service providers across 130 centers throughout Australia.
- Integrated ABS data with internal data sources to create statistical models for determining the optimal locations for opening new headspace centers using Python and ArcGIS.
- Developed python scripts to automate monthly and quarterly data extracts for compliance and reporting, data migration quality testing, etc.,

Tech Stack: Tableau, Python, MS SQL Server

Education

Deakin University

Master of Data Analytics, Data Science · (2017 - 2019)

Microsoft Professional Program in Data Science

Microsoft Azure Machine Learning · (2016 - 2017)

Andhra University

Bachelor of Computer Science, Mathematics and Computer
Science · (2013 - 2016)