

# ARAVIND VENUGOPAL

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## PROFILE

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Analytics professional with 2 years of data science experience, eager to help organizations build data-driven strategy.

**Specialties:** Regression (OLS, Ridge, Lasso, Logistic), A/B testing, Decision trees, Machine Learning, Data Visualization, Web Scraping, Forecasting, ETL Processes, Data pipelines, Recommendation engine, Cloud computing, Natural Language Processing

**Certifications:** AWS Cloud Practitioner (S.No. [SDSX2SH1FN11Q89V](#))

**Technologies:** SQL, MongoDB | Python, R, Spark, JavaScript | Tableau, Power BI | Microsoft Azure, GCP, AWS | DataBricks, Git/GitHub, Jenkins, SonarQube | TensorFlow, Docker

## EDUCATION

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### University of California, Davis

Master of Science in Business Analytics

San Francisco, CA

Expected June 2020

*Highlighted Coursework: Optimization Techniques, Advanced Statistics, Big Data, Machine Learning, People Analytics*

### College of Engineering Trivandrum

Bachelor of Technology, Electrical and Electronics

Kerala, India

July 2017

## PROFESSIONAL EXPERIENCE

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### Mu Sigma Business Solutions

Decision Scientist

Bangalore, India

Sept. 2017 - July 2019

- Generated over £3 million in revenue by creating a web-based decision board for one of the largest retailers in the UK to enable data-driven range optimization and pricing decisions (Tech: Time Series modelling in R)
- Implemented an ensemble of time-series models to predict the impact of removing and/or adding products to the shelf, with an accuracy of over 80%
- Trained 15+ developers on using and implementing Django as a python based, web framework for creating large scale web applications supporting a base of more than 1k users
- Created Random Forest and Text-based CNN models for multi-label intent classification and sentiment analysis of product reviews with 87% accuracy
- Spearheaded a project for a CPG client to automate big data extraction and processing increasing efficiency by 50% for R&D

## ACADEMIC PROJECTS

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### Cirrus Owners and Pilots Association (Aircraft owners club)

Data Scientist, Practicum Project

San Francisco, CA

Oct. 2019 - Present

- Helping COPA enhance member experience and improve retention for more than 20k users
- Increase relevance of result searches using search engine optimization
- Developed a content scoring system using Natural Language Processing in Python and statistical tools ([Link](#))
- Providing a comprehensive search result by aggregating data from all feasible internal and external sources, including use of APIs, web-scraping, and other source-specific tools for data procurement
- Develop relevant KPIs and visuals in Tableau dashboards to help administrators assess site performance
- Framed a fully randomized block experimental design assessing effectiveness of three developed models, used in optimizing and improving existing algorithms.

### Online Open Job Insights Report, Career Development project ([Link](#))

- Web Scraping: Scraped 6,000+ analytics related open jobs from Job boards/websites
- Tableau Dashboard: Designed a dashboard to get insights of the analytics job market and hiring companies

### Developed Recommendation Engine for customer analytics

- Applied collaborative filtering techniques on 5350 ratings from 99 users on 50 movies to predict ratings for existing/new customers and movies to increase sales, customer engagement, retention rate and satisfaction

### Spending behavior prediction of Venmo users ([Link](#))

- Used Spark MLlib to predict transactions of Venmo users based on spending behavior metrics extracted from transaction comments (including text and emoji classification) and social network metrics(number of first and second degree connections)

### Duplicate question detection algorithm ([Link](#))

- Identify the probability of a pair of questions being duplicates, by using an XGBoost algorithm trained on Quora's question database. Trained the model on Google Colab and used GCP services like Cloud Storage and AI platform to serve the model