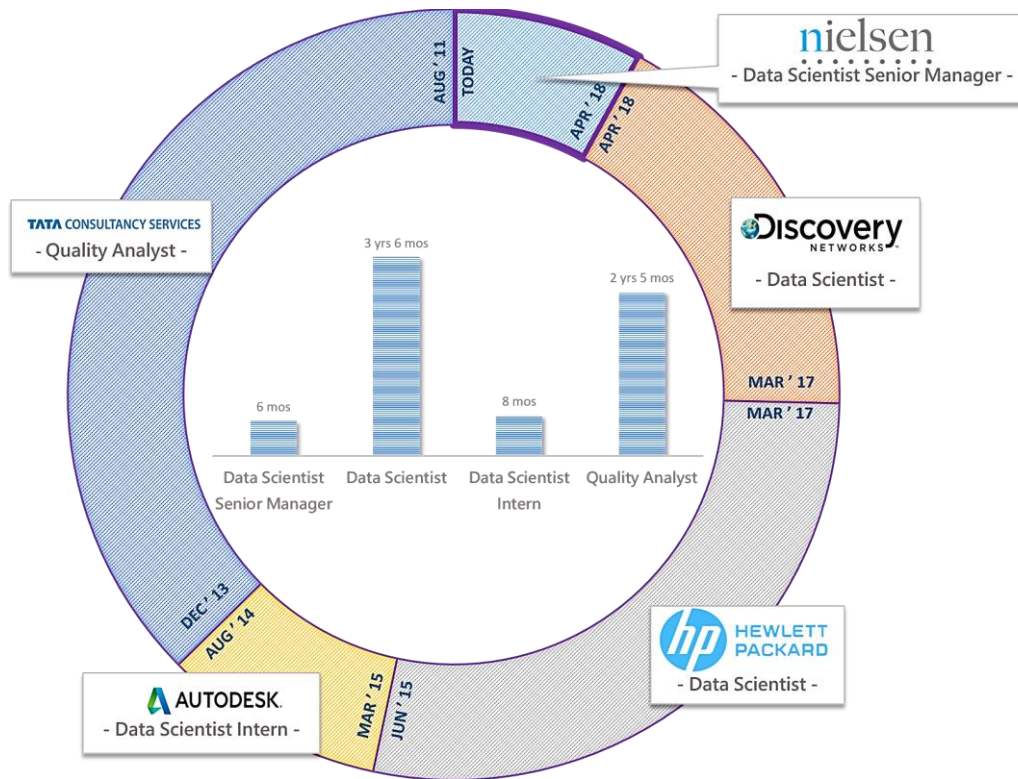


SUMMARY

- Data analytics enthusiast, R programmer, passionate about machine learning
- 4+ years of data science experience in Media, Retail & Manufacturing domains
- Experience in data analysis & visualization from various big data sources
- ISTQB certified software quality analyst in traditional & agile process models
- Self-learner, flexible and dedicatory

EXPERIENCE



EDUCATION

MASTER OF TECHNOLOGY

Knowledge Engineering
National University of Singapore
Graduated on May 2015



BACHELOR OF TECHNOLOGY

Electronics & Instrumentation
Sastra University, India
Graduated on May 2011



EXPERIENCE HIGHLIGHTS

- Implemented **NLP in conversational Twitter data** for sourcing content to TLC
- **Social media data analysis** for marketing with Discovery's short form videos
- End to end interactive **real-time dashboards** designed for top managements
- Identified vulnerability for Autodesk products using **association rule mining**

* AREAS OF STRENGTH *

MACHINE LEARNING

TEXT MINING

DATA VISUALIZATION

SOCIAL MEDIA ANALYSIS

PREDICTIVE MODELING

* RESEARCH INTERESTS *

TIME SERIES FORECASTING

NETWORK ANALYSIS

DATA ANALYSIS TOOLS

SPSS STATISTICS & MODELLER

KNIME

AZURE MACHINE LEARNING

GOOGLE ANALYTICS

* LANGUAGES *

R

SQL

CLIPS

VISUALIZATION TOOLS

TABLEAU

QLIKVIEW

POWER BI

* MANAGEMENT TOOLS*

JIRA

ALM

WORK EXPERIENCE

• **Data Scientist Senior Manager, Consumer Insights, The Nielsen Company, Singapore** **Apr '18 – Today**

Responsibility

- Drive innovation in data integration to achieve business solutions in the big data + small data environment
- Source or partner with different big data providers to obtain different data sources
- Scraping and analysing big data sets such as Social media data, POS data, CRM and Retail measurement data
- Analytical automation to integrate and review both big data and small data sets like surveys & focus groups

• **Data Scientist, Digital Innovation, Discovery Networks Asia Pacific, Singapore** **Mar '17 – Apr '18**

Responsibility

- TV Viewership data analysis for finding behaviour patterns and interests of Discovery audience
- Social media data analysis for data driven marketing of Discovery channel short form videos
- Text mining in conversational Twitter data for sourcing right content to right target segment for TLC India

• **Data Scientist, Inkjet and Printing Solutions Big Data program, HP Inc. Singapore** **Jun '15 – Mar '17**

Responsibility

- Statistical data analysis to drive smart manufacturing in predictive quality and supply chain optimization
- Design and implement predictive systems with printer manufacturing data to help decision making
- Develop operational reports in QlikView for HP IPS business, targeting top management and product owners

• **Data Scientist Intern, Product Analytics team, Autodesk, Singapore** **Aug '14 – Mar'15**

Responsibility

- Analysis on Autodesk desktop products data to dredge up insights on quality and performance
- Design Interactive dashboards on Autodesk desktop analytics data for management and product team

Thesis

- Identification of user hardware configurations prone to increased application crash count using Apriori algorithm

• **Software Quality Analyst, TCS-Nielsen Relationship, Chennai, India** **Aug '11 – Dec'13**

Quality Analyst and Module Leader for the data analysis and market research application 'Nielsen Answers Desktop'

Responsibility

- Requirement analysis, Planning, development and execution of software test scenarios, UAT coordination
- SharePoint site management and Employee billing coordination
- Optimisation of test cycle time and cost

LANGUAGES

- **English** - Fluent (speaking, reading, writing)
- **Tamil** - Fluent (speaking, reading, writing)
- **Telugu** - Native Language