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| **SAMANTHA CLARK**      **Contact No.**: +910008881212  **Email**: samanthac@respectjob.com | Business-minded “Data Science Lead” with a demonstrated ability to deliver valuable insights via data analytics and advanced data-driven methods. -dollar growth; gains in customer loyalty; and record-setting profit improvements. Highly adept with “ML/NLP techniques”, “data analysis and visualization” to increase business efficiency. Excellent communication, collaboration & team building skills with proficiency at grasping new technical concepts quickly. | |
| **SKILL SET**     |  | | --- | | Data and Quantitative Analysis  Decision Analytics  Predictive Modeling  Data-Driven Personalization  KPI Dashboards  Data Mining and Visualization Tools  Machine Learning Algorithms  Business Intelligence (BI)  Research, Reports and Forecasts |     **TECHNICAL SKILLS**     |  |  |  | | --- | --- | --- | | • | **Tools:** Python, R, R Shiny, Excel, PowerBI | | | • | **Text Analytics (NLP):** | | |  |  | - Text Classification - Bag of  Words/TF-IDF, Sentiment  Analysis, Document Similarity, - Topic Modeling - LSA/LDA | | • | **Time Series Forecasting** | | |  |  | - Simple Moving Average, Holt- Winters, ARIMA, TBATS, NNETAR | | • | **Machine Learning Algorithms:** | | |  |  | * Classification * Clustering * Regression – Linear/Logistic * Models: SVM, Random Forest,   Decision Tree, Gradient  Boosting, Naive Bayes,  Ensemble Models |     **EDUCATION**     |  | | --- | | **Chemical Engineering (Dual Degree)**| IIT Madras in 2015 with 7.55/10 CGPA | | **WORK EXPERIENCE**    **Senior Manager**  **LPMG, May’23 – Present** | |
|  | * **Analytics lead** responsible for project management & servicing of analytics solutions for US based clients, with complete ownership of **client relationship, revenue growth, pipeline, resource planning, pricing & compliance**. Currently managing & mentoring a team of 10+ data scientists & data engineers * Delivered data & analytics solutions to clients using various predictive models like **churn, recommendation engines, customer segmentation, pricing, volume forecasting.** Supported business throughcloud based **data management, predictive analytics** & development of **interactive dashboards** * Actively contributing toBusiness Development, trainings, recruitments & whitepapers * Major Analytical Initiatives & Implementations: |
| * *Power BI Dashboards***:** Pivotal in designing and publishing of Power BI Dashboards for multiple LOBs of the client with powerful interactive features * *Recommender System*: Developed complete automated recommender system (cross-sell/up-sell). Integrated recommendations for new products, thus optimizing sales activities through ranked opportunities * *Authored EXL Whitepaper - ‘*A Hybrid Recommender System for Citation Recommendations’*:* https://www.exlservice.com/ahybrid-recommender-system-for-citation-recommendation * Automated manual servicing of web support requests through a self-learning NLP model that suggested the most appropriate ‘knowledge article’ solution to a customer query; ~70% reduction in manual handling of queries * Developed a web-based, user focused shiny tool (GUI) for call volume forecasting; 95% reduction in turnaround time * Designed & implemented analytics-based price increments strategy for subscription renewal products; identified price inconsistencies within client product portfolio * *Adobe Analytics*: Collaborated with the client to revamp A/B testing process on adobe platform; resulting in better designing of experiments & analysis capabilities |
| **Senior Analyst**  **NTT Data Analytics, Dec’17–Apr’23** |
| • Developed a product recommendation system by assembling 3 ML techniques viz. Collaborative filtering, Markov Chain & Market Basket Analysis. Designed & deployed end-to-end explicit user feedback mechanism to capture user actions and preferences |
| **Data Scientist**  **Infosys, Dec’16–Nov’17** |
| * Essayed a crucial role in designing & building an automated product of personalized learning and growth plan for a global travel group * Displayed proficiency in extracting resume & job description data from different websites to prepare datamart. Successfully developed multilabel classification model to predict soft skills from a given resume |
| **Commenced career as Associate**  **TCS, Aug’15 – Dec’16** |
| • Led a Business Unit, engaged in delivering monthly/yearly payouts of medical reps for a pharma client. Proposed and implemented process to automate reports in Python for substantial reporting-time reduction |
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