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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**

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| 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**

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| •  | **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**

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| **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:
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| * *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
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|  **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
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|  **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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