

# PRERNA LADHA

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A certified Data Scientist with about 5 years' experience in the FinTech, Accounting and IT industries and about 3 years' experience in ML and forecasting. Skilled in ML, NLP, Text Mining, Text Analytics, Predictive Analytics, Time Series Analysis, and Azure Cloud ecosystem.

## Experience

**April 2021 – Present**

**Programmer Analyst, Data Science - Tesser Insights**

- Designed and developed an industry-agnostic Analytics Product to process raw data, provide automated insights, extract key influencers, and build ML models, using Azure Functions, Synapse Pipelines, DataBricks, PySpark Notebooks, PowerBI and SQL, and GitHub for business users.
- Developed python APIs to identify Related Datasets and Important Measures & Attributes, to form clusters in the analytics engine using Semantic Similarity, NLP, NLTK, and Text Mining tools, to assist in deriving relationships between datasets.
- Developed wheel packages and Spark Job Definitions to handle conversion of large volumes of data, i.e. greater than 100MB, to aid in Data Wrangling and Bad Data Management, EDA, Anomalies Detection, Model Building, and Prediction, for large organizations.
- Developed python APIs to perform statistical modelling, historical analysis, and forecast Time Series (using ARIMA and Prophet) insights for identifying trends to benefit industries affected by systematic patterns of currency and sales over time.
- Mentored interns and junior analysts in understanding the backend of the product and working on enhancement of the current functionalities.
- Engaged in presentations and client-servicing with retail and FMCG clients.

**Jan 2019 – March 2021**

**Senior Researcher – Tracxn Technologies**

- Managing and guiding new researchers in understanding the SOP and research process.
- Gaining insights in the upcoming startup trends of Blockchain and fin-tech industries accounting to up to 25% in revenue.
- Connecting with investors to assist in the lead generation process.

**July 2016 – April 2018**

**Audit and Tax Associate – KPMG Global (USA & Canada)**

- Audit function: Handled audit for EBP structure of USA corporates and Insurance companies.
- Tax function: Finalized the financial statements of Canadian corporates.

## Key Skills

**PROFICIENT:** Python, R, Microsoft Azure Functions, PySpark, Machine Learning, NLP, Deep Learning, Synapse Pipelines, Microsoft Azure Cloud

**FAMILIAR:** SQL, Power BI, Tableau, Hadoop, Docker, Microsoft Azure ML Service, DataBricks

**SOFT SKILLS:** Communication, Analytical, Team Management, Creative, Curious

## Education

- Post Graduate Diploma – Data Science - 2019 – 2020  
INSOFE (affiliated with Carnegie Mellon University)
- Bachelor of Commerce - 2013 – 2016 - Jain University

## Certifications

- Microsoft Certified: Azure AI Fundamentals (AI-900) – Jan 2022
- Microsoft Certified: Azure Data Science Associate (DP-100) – Sept 2022
- A1 in German – Max Mueller Bhavan – 2017- 2018

## Projects

### MID-TERM PROJECT (INSOFE) ([Link](#))

- Objective: Determine the fraudulent merchants of an e-commerce giant
- Duration: 1st March 2020
- Tools used: Microsoft Excel, Microsoft PowerPoint, Python Jupyter Notebook, Matplotlib, Scikit-learn, Google Colab, Tableau
- Description: Due to delivery of counterfeit products from merchants, the e-commerce giant was facing accusations and undergoing investigation on duping customers.
- Results:
  - 1) Based on the IP addresses, the counterfeit products were mapped out to the regions and the fraudulent merchants were identified.
  - 2) Schemes and compensations were made to address the mental harassment of customers of the affected regions.

### FINAL PROJECT (INSOFE) ([Link](#))

- Objective: Determine outage durations of a large corporate in the Broadband industry.
- Duration: 1st June 2020 to 31st August 2020
- Tools used: Microsoft Excel, Microsoft PowerPoint, Python Jupyter Notebook, Matplotlib, Scikit-Learn, Google Colab/Kaggle kernel, Tableau.
- Description: Due to immense competition in the Broadband space, the corporate was facing a major problem of customer churn and dissatisfaction due to broadband outages.
- Results:
  - 1) Mapped out 'outage type' correlating to 'highest outage durations' and were able to build on improving that specific outage type facing most issues.
  - 2) Mapped out 'transit server type' with 'highest outage durations' and corrective actions were implemented to fix server types facing most issues.
  - 3) Using GridWatch, the sudden drops of WiFi signals, ambient lights, and charging patterns of users penetrating across the city were monitored.

### REVENUE GENERATION (Kaggle) ([Link](#))

- Objective: Set the reserve price (apart from the bid level), in order to increase and improve revenue generation.
- Duration: 1st Jan 2021

- Tools used: Microsoft Excel, Microsoft PowerPoint, Python Jupyter Notebook, Matplotlib, Scikit-Learn, Google Colab/Kaggle kernel, Tableau.
- Description: Approach to be applied by a company in order to set their reserve prices, from data and impressions collected from several websites.

## Hackathons

### **JANTAHACK (Analytics Vidya) – July 2020 ([Link](#))**

- Objective: To detect the level of crop damage for an agricultural company.
- Duration: 24th July 2020 to 26th July 2020
- Tools used: Microsoft Excel, Python Jupyter notebook, Matplotlib, Scikit-learn, Google Colab

### **SENTIMENT ANALYSIS (Analytics Vidya) – Dec 2022 (ONGOING)**

- Objective: Identify social sentiments towards a brand, their products and services.
- Duration: 1st October 2022 to 31st December 2022
- Tools used: Microsoft Excel, Python Jupyter Notebooks, Scikit-Learn, NLP, NLTK, Text Mining & extraction, Matplotlib, RapidFuzz, Fuzzywuzzy, WordCloud, PowerBI, and Google Colab.
- Description: Assist a business to understand the social sentiments of their brand, product and service while monitoring online conversations, using tweets.