RAJASHEKAR VADLOORI

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Career Summary

- Worked on Text processing on various projects.
- Collecting, cleansing & processing data using Python.
- Knowledge in various Machine learning algorithms and building ML models.
- Knowledge in Classification, Regression and Clustering.
- Knowledge in NLP, specifically topic modeling and text classification
- Familiarity with frameworks such as scikit-learn, Keras.
- Knowledge in Deep Learning and building Neural Net models.
- knowledge of the Hadoop ecosystem and its core frameworks, including HDFS, Spark, Hive, Sqoop, Airflow.
- Hands on Experience in Python, Node.js, MongoDB, MySQL.
- Knowledge in building RESTful APIs using Node.js, Python.
- Worked on data scraping from different apps and websites.
- Knowledge in building chrome extensions.

Technical Skills

- **Tools:** Python, Node.js, Java Script, MongoDB, MySQL,HDFS, Spark, Hive, Sqoop, Airflow.
- **Packages:** Scikit-Learn, Keras, Numpy, Pandas, NLTK, Spacy.

Work Experience

- **Way2Online Interactive India Pvt. Ltd.**

  Machine Learning Engineer | December 2016 — Present

Projects

Profiling

- Extracting user data such as name, gender, age, phone number, location, work, education etc., which is publicly available from multiple social networking platforms such as Facebook, LinkedIn, Google Plus, Skype, Zomato etc.,
- This project includes chrome extensions and some stand alone processes which are used for scrapping, extracting required info and storing in database.

Vernacular Spell Corrector
- Provides assistance to content writers by identifying the typos and suggesting related corrections which are similar words to the typos.
- Similar words to the typos are filtered from a set of standard words of the related language.

Similar Post Detection
- Identifying the similarity of the newly submitted posts from users with already published posts and avoid publication of duplicate posts.
- Similarity is measured using Text similarity metrics like jaccard and cosine similarities.

Posts Categorization
- Splitting the old news posts into different categories such as Politics, Entertainment, Sports ect.,
- Identifying the category of newly submitted news posts.
- LDA technique is used for building categories for different languages .

Extracting answers for 5W's
- Extracting the main events that answer journalistic five W questions i.e., Who did What, Where, When and Why out of news articles submitted by the user.
- This helps the validator of the user generated content to quickly examine the summary of the article.
- The entire process is built using the features provided by Spacy library.

News Feed Personalisation
- Providing personalised news feed to users of Way2news app.
- We collect the user reactions for the news posts he visited and rate the posts based on his reactions such as read time, click, share, bookmark etc.,
- Based on that ratings for the posts by a user an individual ANN model is built for every user and ratings for the newly generated posts are predicted as well as ordered and presented to every user.

Personalised Push Notifications
- Intended to find the interest of the user on a particular push post and
- A collective ANN model is built to predict whether the user will open the push or not if pushed in a particular time.
- The category wise open rate, hour wise open rate as user embeddings are considered as user embeddings as well as features.
- Similarity of the post with previous push opens of the user, category of the post, time when the post is going to be pushed as other features.

User Uninstall Prediction

- Intended to predict the users who will be uninstalling the way2news app.
- Collected, processed and stored the required data for the model building using the Hadoop ecosystem.
- Used spark to process large amounts of data.
- Built a Logistic Model using the processed data which predicts the users who are about to leave the app and these predicted users are treated separately while delivering the content.
- The whole processes in the pipeline were automated using Apache Airflow.

Personal Skills

- Enthusiastic, Quick Learner, Team player.
- Communication skills.
- Determination and Persistence.

Education

B-Tech. in Computer Science Engineering from IIIT RGUKT, Basar, 2017 with 81%.

Additional Information

- **Languages:** English, Telugu.