MaheshwaraReddy S

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Professional Summary

- An IIM Alumni Specialized in AI &ML with Overall 14+ years of experience (both hands-on and management) in working with/on the Data science, Analytics, statistics, big data, research (survey and measurement based), data platform architecture, BI, data visualization, data automation .
- In which Over 8+ Years of experience in Business Analytics and Machine Learning techniques - Regression, Clustering, Time Series Analysis, Market Mix Model, Fraud Analytics, Text Mining, NLP, Predictive Modelling, Model Assessment, and Model Implementation using **SAS** and Python ,R.
- Over 8+ Years' experience in developing statistical models starting from converting business objective to modelling objective, data understanding, data preparation, model development, model validation, Interpretation of output and documentation.
- Expertise in Python, R, SAS, SPSS, SQL, Spark, Cloud Platforms and other related analytical/programming tools and software.
- Hands-on experience in using data reporting/visualization software such as Tableau, Rshiny,Plotly and Power BIExperience in Big data technologies and Data Analytics in the domain of CRM, BFSI Industry.
- Track record of creating / building / architecting data delivery automation, data dashboards, data platforms
- Strong Knowledge in R Programming Packages (GGPLOT2,SHINY, MARKDOWN) .
- Strong Knowledge Using Python Libraries (Pandas, Numpy,Scikit learn) and also Machine Learning Models.
- Analysing the Requirements and Datasets provided by the client for large volume of data.
- Excellent Project Management skills with the ability to manage multiple analytics projects simultaneously to achieve business results.
- Statistical analysis of quantitative data using **SAS, R, Python & Excel**.
- Excellent Communication Skills and Team Management Skills.
- Strong expertise in analytical and quantitative techniques.

TECHNICAL SKILLS

- **SAS** (BI,EG, DI)
- Deep Learning and Frame works
- Python,R Studio
- Predictive Modelling
- Tensor Flow, NLP,Keras, Kubernates
- **O/S:** Windows, Linux

- Generative AI(LLMs),GPT
- Big data, SparkML
- My SQL
- Machine Learning(AWS,AZURE, IBMWATSON,GCP)

WORK HISTORY

May 2021-Till date

Head-Data Science &Artificial Intelligence |Proptelligence Technologies Pvt Ltd

- Manages and Assist team of Data analysts and Data scientists projects including hands-on development as required.
- Key role in defining the AI architecture and selecting appropriate technologies from a pool of open-source and commercial offerings. Select cloud, on-premises, or hybrid deployment models, and ensure new tools are well-integrated with existing data management and analytics tools.
- Collaborate with domain experts, cross functional teams, and business stakeholders to identify use cases where GAI can bring significant value.
- Design end-to-end GAI solutions tailored to specific insurance use cases. Define data requirements, model architecture, training pipelines, and integration with existing insurance systems utilizing state-of-the-art techniques such as GPT, VAE, and GANs.
- Implement data preprocessing and augmentation techniques to ensure high-quality and diverse data for training Generative AI models.
- Develop and oversee GAI model training pipelines, monitoring model performance, and conducting evaluations to ensure the models meet insurance-specific objectives and requirements.
- Assess potential risks associated with GAI solutions, such as biases in data or model outputs, and implement risk mitigation strategies to ensure fairness and reliability.
- Work with IT teams to integrate GAI solutions seamlessly into existing insurance systems, ensuring smooth data flow and model deployment.
- Ensure GAI implementations comply with relevant insurance regulations, legal, data privacy, and security requirements.
- Implement mechanisms for monitoring the performance of GAI solutions in real-world scenarios and optimizing them to meet business goals.
- Document the GAI architecture, design decisions, and implementation details for knowledge sharing within the organization. Provide training to technical teams and insurance professionals on GAI concepts and applications.
- Design and build the resilient data infrastructure using analytics tools and technologies such as Microsoft Power BI, Azure, Microsoft Reporting and machine learning technologies for advance and predictive analytics to transform enterprise business processes.
- Partner with business functions, regional, global team to build and deliver advanced and DS&AI initiatives.
- Integrate new data sources required by the business (e.g. pull data from external APIs) for business insights and applicability across market.
- Designing analytics solutions for business problems, spanning activities of data modeling, analytical reporting using BI tools, and data science using applied statistics and ML
- Leading technical discussions with respect to Data Science including offering suggestions with respect to technical feasibility and implementation feasibility of the AI/ML solutions
- Delivering Technical workshops to Executive or Senior Manager-level stakeholders of various businesses. This includes white boarding sessions to assess the feasibility of various business use cases that require an AI/ML based solution.
- Architecting AI/ML solutions on cloud or on-premise platforms
- Working with the external stakeholders such as partners (like Microsoft, Amazon AWS, etc.) in various partner events including several presentation sessions
- Establishing best practices across the various Data Science projects to improve efficiency and learning across the company.
- Keeping updated with the various technology trends and contributing to the company s products and solutions through innovative ideas. Assist in RD as required.
- Contributing to the learning and development of the peers through knowledge share sessions.

APRIL 2018 – APRIL 2021
Subject Matter Business Analytics/Analytics Manager|iNurture Solutions Pvt Ltd| Bengaluru, KA
- Worked on model building using Machine Learning/Artificial Intelligence algorithms like Linear Regression, Logistic Regression, SVM, kNN, and Decision Trees.
- Leading a Team of Data analysts and Data scientists.

- Text analytics on review data using Artificial Intelligence technique in Python using Natural Language Processing Tool Kit (NLTK).
- Implemented Supervised and Unsupervised Machine learning Techniques on Azure, AWS ML Platform.
- Profiling based on content access reports, event trigger reports and navigation reports using Pandas, Numpy. Profiles are then used for target marketing and segmentation.
- Designing automated dashboards and data visualization to extract relevant and targeting market insights.
- Using deep neural network techniques, developed visualizations using sets, parameters, calculated fields, dynamic sorting, filtering, Parameter driven analysis, gathered data from different data Sources.
- Worked on Deep learning techniques in classifying data extracted from various data storages using Tensor flow library.

AUGUST 2016-SEPTEMBER 2017
Senior Consultant -Analytics | Capgemini Technology Services India Limited | Bengaluru, KA

- Lead a team of junior resources in Both Analytics and Data science Teams.
- Experience with Personalization, Target Marketing, Consumer profiling and segmentation.
- Implemented Supervised and Unsupervised Machine learning Algorithms.
- Created Customer insights for segments and Designing automated dashboards and data visualization to extract relevant and targeting market insights. Data classification using Tensor flow.
- Created Custom dashboards for products category wise.
- Experience in classifying data extracted from data marts using Tensor flow library.
- Worked on Fraud Analytics for BFSI Global Client for Insurance Claim Collection and Credit card Fraudulent Transactions using SAS &WPS Platforms.
- Reporting designs based on business specific problems, Reporting Implementation on Tableau.

JANUARY 2016-AUGUST 2016
SAS Analyst/Programmer | Shaw Group Private Ltd| Bengaluru, KA
- Developed decision tree models to profile market segments and evaluate groups and rankings for customers using Partition platform in Decision Trees, Discriminant Analysis and Cluster Analysis in **SAS** Enterprise Miner module.
- Prioritized top performance segments to identify potential high-value customers, test statistical differences in demographic groups, and suggest operational decisions deploying appropriate resources to target market.
- Developed econometric models to support retail pricing and retail sales forecast
- Built regression models to estimate price elasticity of demand for products, measure the impacts of price discount on demand and sales revenue using Regression Analysis in SAS.
- Built cross-sectional time series models to forecast retail sales and measure the impacts of catalog mailing and promotional activities on upcoming sales at retail store level.
- Creating Visualisation reports for the clients using **SAS**/VA& R(ggplot.Shiny) Packages.
- Worked with Python for implementing ML Techniques Regression, Clustering, Time Series Analysis, ,Text Mining, NLP, Predictive Modelling.
- Extracting data from Flat files and Excel Files for data visualisation using Tableau.
- Developed reports for better Visualization Using **SAS**/VA and R Studio.
- Developed models for statistical and econometric forecasting models, including: time series, structural equations, ARIMA models, etc.
- Using **SAS**/Base Performed   Data Cleaning and Manipulating and Extraction on various datasets.
- Design and creating **SAS** Visualisation reports.
- Generated **SAS** Customized reports using PROC Report Techniques.

AUGUST 2009-DECEMBER 2015
Statistical Investigator/ Data Analyst,NSO.
- Responsible for delivery of Analytics, Survey/questionnaire designing and Market Research Projects by understanding the business problem, executing various techniques to solve the problem and suggest recommendations
- Making data chart presentations using **SAS**/GRAPH, coded variables from original data, conducted statistical analysis as and when required and provided summaries of analysis
- Work independently on projects and other assignments.
- Create reporting presentations to be reviewed by using **SAS**/STATS.

- Used **SAS** Data Step logics to Sort, Merge, Stack, Update and Interleave datasets for producing required analysis of data by Providing summary statistics on datasets & validating the same for any discrepancy in the data.
- Developed, reviewed, tested & documented **SAS** programs/macros.
- Created MIS reports to track the Business performance.
- Created Templates by using **SAS** macro for existing reports to reduce the manual intervention.
- Generated reports using Web Report Studio on the sales data as per the client requirement
- Automated the **SAS** codes using **SAS**/Macros to reduce manual interventions.

CERTIFICATION

DATA SCIENCE WITH PYTHON- IBM

PREDICTIVE MODELLING WITH PYTHON- INDIAN **STATISTICAL INSTITUTE (ISI).**

ADVANCED ANALYTICS (**SAS** FOR R USERS**)** - **SAS GLOBAL INSTITUTE**.

BASE **SAS** PROGRAMMER 9.2 - **SAS GLOBAL INSTITUTE**.

R PROGRAMMING-**DATA CAMP**

EDUCATION

Post Graduate Program Specialized in AI & ML.
IIM Kozhikode.

MASTER OF COMPUTER APPLICATIONS
SRI KRISHNADEVARAYA UNIVERSITY.