

BHARADWAJ I V V S

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CAREER OBJECTIVE

Analytical, consistent, and enthusiastic data-drive professional with over 4+ years of valuable experience with proficiency in machine learning & statistical modelling algorithms. Expertise in conducting end-to-end lifecycle analysis including data gathering, cleansing, & recommendations to optimize performance. I am passionate about building and applying algorithms to solve real-world industry problems.

WORK EXPERIENCE

Data Scientist at Genpact Pvt Ltd, India

July 2022 — Present

Client: Cox Communications, Georgia, United States

- Developed a Supply Chain Management and forecasting application using **Statistical ML Models** to improve accuracy.
- Implemented **Scrum-Agile methodology** to ensure smooth development, collaboration, and efficient deployment of the solution.
- **Automated 40%** of the purchase order process, leading to substantial cost and time savings.
- Improved inventory visibility by providing real-time data, which significantly reduced year-end **inventory discrepancies by 30-40%**.
- Achieved real-time data availability through reduced data-to-report cycle times, allowing for more informed business decisions.

Client: Disney, Florida, United States

- Implemented a data-driven **market mix model** to analyse the impact of marketing activities (advertising, promotions, pricing) on sales performance.
- Create an interactive dashboard for stakeholders to visualize model outputs, explore data, and adjust marketing strategies.
- The dashboard facilitated interactive simulations, allowing stakeholders to adjust marketing spend allocations and instantly see the predicted impact on sales.
- Utilized machine learning (**Random Forest**) and regression analysis (**OLS**) to build a robust market mix model.
- Improved return on **investment for marketing campaigns by 15%** through optimized budget allocation.
- Enhanced **marketing team efficiency by 30%** through reduced time spent on manual analysis.
- Proven ability to effectively communicate data-driven insights to non-technical stakeholders to drive business decisions.

Junior Data Science Engineer at LogiQ Dreams LLP, India

December 2020 — June 2022

Client: Tech 27, Kerala, India.

- Proficient in data pre-processing, feature extraction, and model training using Python and various machine learning libraries such as **sci-kit-learn** and **TensorFlow**.
- Developed and deployed models for identifying electrical appliances based on their power consumption and other features using techniques such as **decision trees, random forests, and neural networks**.
- Conducted extensive data analysis to identify patterns and correlations in electrical appliance usage, leading to insights that can be used for energy efficiency, cost saving, and **achieving a classification accuracy of 78%**.
- Collaborated with cross-functional teams, including product development, engineering, and business development, to translate insights from data analysis into actionable business strategies.
- Experience in **data collection and pre-processing using IoT sensors** and other data collection methods.

Junior PHP Developer at Kasla Recruitment, India

January 2020 — August 2020

- Assisted with designing and implementing in Employee management software like employee profiles, and leaves.
- Familiar with version control systems like Git for code management and has worked on both front-end and back-end development. Collaborated with cross-functional teams to deliver high-quality web applications.

INTERNSHIP

Software Intern at PSquare Groups company, Andhra Pradesh, India

April 2018 — May 2018

Skills: HTML, CSS, JS, PHP, SQL And Software Development Life Cycle.

- Proficient in web development technologies such as HTML, CSS, JavaScript, and PHP.
- Experienced in developing and maintaining websites and web applications, including database design and development using SQL.

EDUCATION

Swarna Bharathi Institute of Science & Technology, Affiliated JNTUH, Hyderabad, India

2015 — 2019

- Bachelor of Technology (BTech) in Computer science engineering | Percentage: 64.30%

Shrinidhi Junior College, India

2013 — 2015

- Board of Intermediate Education in Mathematics, Physics and Chemistry (MPC) | Percentage: 72.22%

Krishnaveni Talent School, India

2012 — 2013

- Board of Secondary Education (SSC) | CGPA: 8.2

SKILLS

- **Programming Languages:** Python, C++
- **Big Data:** PySpark, Hive
- **Databases:** MySQL, MS SQL, MongoDB
- **Data Analysis:** SQL, Pandas, NumPy, Matplotlib, Seaborn, Power BI
- **Cloud Platforms & Version control:** AWS, Azure, GitHub, Git, Bitbucket.
- **Front-end Development:** React JS, HTML, CSS, JS

PROJECTS

Created an end-end life cycle of ML & DL projects. Developed web applications with system design and latest technologies.

Tools & Frameworks: React JS, Django, Mongo, and Data Science projects.

- **Machine Learning Models:** Using different data sets from various sources created a GitHub repository to contribute knowledge on various Machine Learning models with a data analysis and documentation. [Know More](#)

CERTIFICATIONS

- **Generative AI:** Successfully completed Generative AI coursework, showcasing proficiency in advanced artificial intelligence techniques. [Certificate](#)
- **NLP:** Certified in Natural Language Processing (NLP) through completion of a comprehensive course on Udemy, demonstrating expertise in language understanding and processing techniques. [Certificate](#)
- **Java:** Completed java developer course from Udemy. [Certificate](#)
- **UI Path Automation:** Certified in UI path automation. Developed an application by automating the search for tickets by bus, trains and flights websites. [Certificate](#)
- **Salesforce:** Certified in Business Administration specialist in salesforce. [Certificate](#)