Utkarsh Ranjan

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Summary

Experienced Data Scientist with a strong background in machine learning and data engineering. Proven track record in implementing quantitiatve data analysis to enhance business operations, with expertise in Python, AWS, SQL, and BI tools.

Experience

Cognitiv.ai — Bellevue, US
Data Scientist — Applied Science and Analytics — April. 2024 – Present

- **Win Rate Modelling** — Tableau, SQL, Hive, SparkNLP, AWS, Python, Statistics, Probabilistic Modelling, Airflow
  - Applied machine learning techniques and statistical modeling to improve key performance metrics, achieving a 20 percentage point increase in ad conversion rates.
  - Conducted A/B tests to evaluate new models against existing production models, resulting in a 10% uplift in performance.Conducted multiple A/B tests to compare new models against current production models, which resulted in a 10% lift in model performance.
  - Utilized tools such as SQL, Python, and AWS to build scalable data pipelines and automate processes for optimizing predictive models.

Apple — Cupertino, US
Data Science Summer Intern — Services – Ad Platform Data Insights Team — Jun. 2023 – Sep. 2023

- **Advertiser Selection** — Tableau, SQL, Hive, Splunk, AWS, Python, Statistics, Data Analytics
  - Analyzed the impact of predictive models on advertiser selection; recommended strategies, leading to significant cost savings in infrastructure and resourcing.
  - Created a data pipeline to parse, enrich, and transform novel logs; integrated them into AWS tables for cross-functional team access.
  - Simplified complex analyses into actionable insights and presented findings to multiple teams and senior leadership.

Gartner, Inc — Gurgaon, IN
Data Scientist — Services - Data Science Team — Jun. 2019 – Jun. 2022

- **IRIS: Recommendation System** — PySpark, AWS, SparkNLP, Scikit-learn, Pandas, Neo4j, Git, Kubernetes, Docker
  - Enhanced client engagement by 25% by developing a Python-based recommendation system based on client's digital footprints.
  - Created graph embeddings for clients using Neo4j to train models based on activity history of peer connections.
- **GPR - IVR Survey: Comment Classification** — SparkNLP, Scikit-learn, Pandas
  - Developed a text classifier to pinpoint root causes of dissatisfaction from client feedback. Achieved an F1-Score of 75% for action areas identification.
  - Reduced time for classifying client comments from 2 weeks to 15 minutes using a BERT-based model.
- **SIVR: Parameter for Client Engagement Scoring** — Pandas, MongoDB, Data Analytics
  - Established the SIVR performance metric, leading to a 20% improvement in client engagement quality assessment through detailed multivariate analysis.
  - Led the development of an automated mailing system to expedite issue resolution and tracking.

Gartner, Inc — Gurgaon, IN
Data Science Summer Intern — Services - Data Science Team — May. 2018 – Jul. 2018

- Tested and implemented supervised algorithms, including Random Forest, Naïve Bayes, and SVM, using TF-IDF vectors; attained a classification accuracy of 83%.
- Streamlined report generation, cutting down processing time from 15 hours weekly to just 2 hours, enhancing client service efficiency.

SKILLS

- **Programming Languages:** Python, R, SQL, C++
- **Big Data Technologies:** PySpark, Hadoop, Map Reduce, AWS
- **Machine Learning Libraries:** PyTorch, Pandas, Numpy, scikit-learn, Spacy, TensorFlow, Spark NLP
- **Database management and visualization / Dev Tools:** MongoDB, Tableau, PowerBI Git

EDUCATION

University of California - San Diego — California, US
M.S. in Electrical & Computer Engg. (Major: Machine Learning & Data Science) — Sep. 2022 – May. 2024

Indian Institute of Technology (Banaras Hindu University), Varanasi — Varanasi, India
B.Tech. in Electrical Engineering