AVINASH REDDY DIDDAKUNTLA

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SUMMARY

Data Enthusiast with a passion for turning data into actionable insights and meaningful stories. Currently working as a Data Science Analyst. Naturally inclined towards finding patterns and analyzing behaviors. Intrigued and motivated by knowing what Data Science can do to any kind of business problems. Experienced in providing analytical solutions with help of reports and dashboards.

EMPLOYMENT

Amsted Rail, *Data Science Analyst*, St.Louis Apr. 2017 - Current

As a data science analyst, I have been at the forefront of Amsted Rail's digital transformation. Leading a project to extract insights on key input variables and interactions by data exploration for feature engineering and apply machine learning to optimize the process to reduce costs. Successfully running effective meetings to discuss analytical findings that lead to process improvements and trials. Working directly with customers and leadership to introduce new strategies.
• Designed the decision-making process by developing a predictive model to predict defects and interpreted the model using shap library in python to optimize the process which led to the reduction of defects by 45%
• Designed experiments and relevant metrics to establish a cause-effect relationship between process changes and defects and performed 13 experiments at the plant which reduced the count of defects on the products by 10%.
• Architected the data model and the ETL processes along with Data engineer to combine multiple data sources for analytics.

Wright State University, *Analyst*, Dayton, OH Aug. 2016 - Mar. 2017
• Performed data cleaning & explored the student data using Tableau by connecting to Excel and described the statistics of the data.
• Created sunburst charts to compare student feedbacks from 5 departments for a quick intuition from the report.
• Analyzed the text in complaints and developed a bar chart & word cloud to show the most frequent words in python.

Royal Enfield, *Data Analyst*, Hyderabad Aug. 2014 - June 2016
• Worked on identifying the patterns and analyzing the buying behaviors of Royal Enfield buyers.
• Visualized the demographics in Excel & proved 3 attributes (out of 6) are statistically significant in RE buyers.
• Performed Principle component analysis & Cluster analysis to understand the important features RE riders look for.
• Recommended changes in advertising strategies based on statistical insights and observed a 10% increase in conversion rate.

SKILLS

DATA & ANALYTICS TOOLS/LANGUAGES: SQL, Tableau, Excel, python, R, Spark, Hadoop, Git, AWS, Google Analytics, PowerBI
STATISTICAL METHODS: Hypothesis Testing, Clustering & Regression Modeling, Bayesian Methods, TimeSeries, PCA
DATA SCIENCE SKILLS: Data Mining, Feature Engineering, Machine Learning, Neural Networks, Deep Learning, NLP

EDUCATION

Springboard
Data Scientist Fellow 2018
Worked on various data science projects to enhance skills in data storytelling, inferential statistics, machine learning & deep learning.

Wright State University Aug. 2016 - Dec. 2018
Master of Science Computer Science

Osmania University June 2012 - May 2016
Bachelor of Technology Computer Science

PROJECTS

Churn Prediction KKBox
• Built a prediction model to predict whether a user will churn or not after the subscription expires.
• Wrangled and explored patterns in the data through visuals, engineered new features and tested their statistical significance.
• Implemented machine learning algorithms like logistic regression, decision tree and gradient boosting by tuning parameters using python streaming over 40GB of data.

Clothing Classification using Deep Learning
• Trained a deep neural network architecture (CNN) on 60,000 images to classify 10 different images of clothing (Fashion-MNIST) & achieved a test accuracy of 95.3 %.
• Utilized TensorFlow to build models and performed training on AWS - EC2 GPU's.

Customer Segmentation using Clustering
• Analyzed customer behaviors and grouped similarly minded customers together using K Means Clustering (used Elbow method and Silhouette method to pick the optimal number of clusters) to identify patterns for future offers.
• Implemented PCA and reduced the dimensionality (from 32 features) to visualize clusters in 2 dimensions.