

# Abhinav Prudhivi

## Data Engineer

Data Engineer with 4+ years of experience in TMT industry and worked extensively on Customer Data Platform (CDP) and Customer Experience (CX) domains. Good knowledge and experience in Python, SQL server, Microsoft Azure Data Factory and also have hands on experience in developing custom models using python and implementing regression, classification and collaborative filtering algorithms.

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## WORK EXPERIENCE

### CDP Implementation for HP Deloitte Consulting US India.

05/2019 - Present

**Technologies:** Azure platform – ADF, SQL Server, SSIS, Logic apps, Automation accounts, Storage containers, PowerShell and Python

**Roles and Responsibilities**

- A CDP (Customer Data Platform) implementation for HP improve their customer engagement for their products.
- Overall the project is end-to-end implementation of common data platform for all the variety of data and creating single source of truth for each customer and profiling of customer to improve the overall experience.
- Integrating and orchestration of data flow from multiple data sources and building segmentation and profile building of each customer using SQL, Python, PowerShell , Microsoft Azure Data Factory.
- Setting up downstream systems in CX (Customer Experience) platform - Medallia.

Hyderabad

### RJ Reynolds and LAP Deloitte Consulting US India.

06/2018 - 05/2019

**Technologies :** SQL Server, Python, Flask, PowerShell, collaborative filtering algorithms and ADF

**Roles and Responsibilities:**

- The signature brand wants to build a relationship of trust with a customer by delivering a personalized web experience and email campaigns based on customers purchase history, feedback's and sentiments.
- The solution uses CDP (Customer Data Platform) and machine learning to create personalize and real-time recommendations to the user.it recommends similar products based on browsing history and recommendations based on similar user purchases.
- Developed the engine from ground-up which involved research, data collection and code development.
- Developed similarity based recommendation models by using content based recommendation and collaborative filtering model to provide recommendations to the customers based on the similar purchases done by the other customers.
- In LAP Project I have worked as an independent resource from offshore using PowerShell scripting effectively in many automation requirements.

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### Translation Application Deloitte Consulting US India.

05/2019 - Present

**Technologies:** Python, Flask, HTML5, JavaScript, AWS – S3, ElasticBeanStalk, Lambda, Dynamo DB, AWS – Translate

**Roles and Responsibilities:**

- This is an asset for Customer Experience (CX) domain, through which any customer comments from any e-commerce, dashboard data, survey text, reports and website data is translated to other languages and design surveys and emails in any language with help of AI/ML, which can be used in CX tools or as a standalone application.
- Building a very interactive and intuitive web-based tool on AWS platform.
- Responsible for building core logic on Python and AI/ML module.

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## WORK EXPERIENCE

### Agent Performance Analysis

Tata Consultancy Services

06/2016 - 12/2018

**Technologies:** Python, scikit-learn, Tableau

**Roles and Responsibilities:**

- This application leverages call center teams survey data to determine the agent performance and then tie the potential learnings to the specific performance of the agent.
- Involved in Analysis and Requirement gathering for application.
- Data cleaning and exploratory data analysis using pandas.
- Developed predictive models to predict the sales agent performance which will rank the dealers and segment them by deciles using Techniques like Logistic Regression, Chi-Square test and SVD in python.
- Stored the model output in the DB which is to be consumed by Tableau.
- Developed end-to-end model building and inference pipelines using Luigi framework.

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## TECHNICAL SKILLS

### Cloud Environments

Azure (Cloud services) – Azure SQL DB, Data factory, Function and Logic Apps and AWS Cloud– Lambda, S3

### Machine Learning/Data Science

Regression, Classification and Topic Modeling

### Database Management

SQL Sever, Postgres

### Language

Python, PowerShell Script and R

### IDEs

PyCham, Spyder and Jupyter

### Web Development Frameworks

Flask

## CERTIFICATES

### PGP in Big data Analytics and Optimization

Certificate Program at INSOFE,Hyderabad. The Program is certified for the quality, pedagogy and assessment by LTI of Carnegie Mellon University

## EDUCATION

### Bachelors of Technology

GITAM ( Deemed to be University)

06/2012 - 04/2016

9.04

**Courses**

- Information Technology

### Intermediate

Sri Chaitanya Jr Kalasla

06/2010 - 05/2012

87.9 %

**Courses**

- MPC

## HONOR AWARDS

### Applause Award

Deloitte - CDP Implementation for HP

### Applause Award

Deloitte - RJ Reynolds and LAP

## INTERESTS

☆ Cooking

☆ Travelling