

- **Data Scientist** **RSG Media Systems, New York City, NY** **06/2018 - 06/2020**
Python, CPLEX, FICO Xpress, Apache Spark, PySpark, AWS S3, MySQL, Spacy, R
 - Developed an XGBoost model on Apache Spark using PySpark to predict the audience viewing a network at any time. The accuracy of the predictions improved the program and break schedule with better delivery of promos and advertisements, saving 12% of the advertisement inventory.
 - Created and developed an optimization model using FICO Xpress solver to improve the existing break logs for the networks by shuffling the breaks. The objective was to deliver impressions for each break as per the advertisement deals (CPM) preventing any under or over delivery saving 1.2 million dollars equivalent of break inventory each year.
 - Developed a Lasso and Elastic-Net Regularized Generalized Linear Models using GLMNET in R to forecast the audience viewing a network based on the demography, location and frequency of viewing. This model was used to derive the relationship between reach and impressions considering the factors affecting the viewers.
 - Developed an NLP model to extract and organize media rights terms from contracts. This removed the need for analysts to enter terms manually, making the process fast and error-free.
- **Data Scientist Intern** **RSG Media Systems, New York City, NY** **05/2017 - 05/2018**
 - Designed and developed a scheduling model in Python to get the optimal promo schedule using CPLEX solver. It equipped campaign managers to schedule promo plans on multiple platforms (linear, digital) till the premiere date.

EDUCATION

Master of Science in Industrial Engineering - Operations Research Specialization, May 2018

University at Buffalo, The State University of New York, NY

Bachelor of Technology in Production Engineering, May 2015

Veer Surendra Sai University of Technology, Burla, India

TECHNICAL SKILLS

- **Programming Languages & Frameworks:** Python, R, Scala, PySpark, Fast API, Docker, Kubernetes, Rest API
- **Database Tools & Languages:** MySQL, PL/SQL, DB2, AWS S3, Azure Blob, Azure Pipeline, VectorDB, Elasticsearch, MongoDB
- **Tools and IDE:** Jupyter, Apache Spark, Minitab 17, Tableau, Power BI, MATLAB, GitHub, Visual Studio, PyCharm, Databricks, SonarCloud, TestRail, New Relic, JIRA, Confluence, Streamlit
- **Mathematical Optimization Solvers:** CPLEX, Gurobi, FICO Xpress
- **Generative AI Models & AI Technology:** GPT-4o, GPT-4, GPT-3.5, Llama 3, Gemini, Vertex AI, Azure ML, Mlflow, Azure OCR, Form Recognizer, BERT, TensorFlow, PyTorch, Scikit-learn, Keras

PROJECTS

Enhancement of the University at Buffalo Bus (STAMPEDE) Schedule (2018)

Cleaned and transformed the bus GPS data to execute exploratory analysis in Tableau and list the issues in the current schedule. Collaborated with my advisor to create a new schedule that decreased the average waiting time by 12 minutes, lowered the peak hour load by 200 people and enhanced the routes reducing average travel duration by 8 minutes.

Traveling Salesman routing problem for UPS using nearest neighbor, MILP & Simulated Annealing (2017)

Plotted the depots and customers on a map using Folium and MapQuest in Python. Coded the algorithms and used Gurobi as a solver for MILP. Exhibited the optimum routes and costs for the algorithms in the map.