

Siddharth Jain

Data Scientist

sidjain1412@gmail.com +91 9619755414 www.linkedin.com/in/siddharth-jain1412 sidjain1412.github.io Mumbai

Experience

Senior Data Scientist CleverTap

Jul 20 - Current Mumbai

- Generating valuable insights for dozens of clients like GoJek, Vodafone, Jio, Nykaa, etc.
- Building and improving data science and analytics products for the CleverTap platform, enabling marketers to make better data-driven decisions.
- Building solutions for marketers to reduce churn, increase cross selling, serve better recommendations, etc.
- Worked heavily on emotions.clevertap.com, helping marketers understand the emotions being conveyed by their campaigns through NLU.
- Enhanced workflows and automated many repetitive tasks.
- Won the **STAR** award for excellence within the engineering department.

Data Science Intern CleverTap

Jun - Jul 19, Dec 19 - Jul 20 Mumbai

As part of the Data Science team I worked on multiple projects:

- Automated clustering of Customer Tickets for analysis.
- Mathematically explaining the ML models used by CleverTap for Customer Segmentation to clients in an automated way.
- Efficiently generated valuable insights such as phrase, emoji and trend analysis for dozens of clients, such as Zomato, Vodafone, Jio, etc.
- Worked on the CleverTap recommendation system and implemented a new metric for ranking recommendation models.

Data Science Project Intern Oracle

Nov 18 - Jan 19 Bangalore

Worked with OFSS, under the Oracle Banking Platform product R&D Team. Used Data Analysis and Machine Learning to predict interest rates to be offered so as to decrease chances of loan defaults. Deployed as a full-fledged web app using Flask and Swagger frameworks, used image recognition to help with other Python projects related to document verification.

Data Analyst WisOpt

Feb 18 - Jul 19 Chennai

Data analytics, python backend, machine learning, database administration. Worked on a live application, handling data of more than 20,000 users.

Software Development Intern CRMNext

June 18 - July 18 Mumbai

Created and deployed a C# and .NET Applicant Tracking System windows app that is live at CRMNext, using a SQL backend.

Freelancing

Dec 18 - Jan 20

Completed multiple tasks using Python (Web scraping, Artificial Intelligence, API creation, etc.)

Profile

More than 4 years of hands-on experience with data science, machine learning, python backend and frontend, with many real-life applications of my skills.

Skills

Python



Machine Learning



AWS



Data Analysis



Data Visualization



Flask



Education

B.Tech. Computer Science

SRM University 2016-2020
88%

12th Grade Science/ Computer Science

RN Podar School 2016
89%

MOOCs

IBM Applied Data Science Capstone (Coursera)

Python Mega Course (Udemy)

Neural Networks and Deep Learning (Coursera)

Artificial Intelligence (The Climber)

Improving Deep Neural Networks (Coursera)

Notable Projects

CleverTap Benchmark Reports CleverTap

Jan 2022- Jul 2022

Gathered millions of datapoints from various sources and created a comprehensive industry specific benchmark report.

Interest Rate Prediction Oracle

Nov 2018 - Jan 2019

Used *Machine Learning* to predict interest rates for a user so as to minimize loan default rates, based on various personal factors.

Used *Flask* (Python) along with HTML, CSS and JavaScript to make a UI, and deployed the project with full functionality. Also used *image recognition* to retrieve personal details from ID and salary slips.

Emotion Analysis Tool CleverTap

March 2020

Worked with the team to develop and deploy a tool that helps marketers derive and tweak the emotions conveyed by their marketing copy in detail. Heavily involved with backend (Flask), frontend, modelling as well as deployment of the project (AWS ecosystem).

News Provider + Aggregator WisOpt

Apr 2018 - Jul 2019

4,000+ active users, 40,000+ aggregated articles.

Latest news is provided to users according to their interests. Created this project using Flask (*Python*). The *APIs* were live on an EC2 instance. *MySQL* was being used to store the news articles. *Machine Learning* used to recommend news. Automatically *WebScraping* news using Python.

XAI (Explainable Artificial Intelligence) CleverTap

Jun 2019

Worked with the Data Science team to help mathematically explain the processes behind the ML Models being used at CleverTap for Customer Segmentation to their clients using R and Python.