

VIKAS GUPTA

Senior Machine Learning Engineer

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PROFESSIONAL SUMMARY

Results-driven Data Scientist with 5+ years of experience solving business challenges using machine learning, statistical analysis, and data-driven strategies. Skilled in building predictive models, recommendation systems, and NLP tools. Successfully improved customer engagement, reduced costs, and streamlined decision-making for companies. Strong background in deploying scalable solutions on AWS/GCP.

CORE SKILLS

- **Programming:** Python, R, SQL, TensorFlow, PyTorch
- **Data Science:** Regression/Classification, Clustering, NLP, Time Series, A/B Testing
- **Tools:** Tableau, Power BI, Git, Docker, Airflow, AWS (S3, SageMaker), GCP (BigQuery)
- **Deployment:** Flask, FastAPI, Streamlit, Heroku

PROFESSIONAL EXPERIENCE

Data Scientist | AppITron Solutions, **New York, NY** Jun 2020 – Present

- Built a customer churn prediction model (XGBoost) with 85% accuracy, improving retention by 28%.
- Created a real-time Tableau dashboard to track marketing campaigns, cutting decision time by 40%.
- Designed a recommendation engine using collaborative filtering, boosting user engagement by 25%.
- Automated NLP pipelines to analyze 10K+ customer reviews for sentiment and trends.
- Deployed models to production using Flask APIs and Docker, collaborating with engineering teams.

Data Analyst | Tata Consultancy Services (TCS), **Mumbai, India** May 2017 – May 2020

- Automated data pipelines, reducing manual reporting efforts by 60% for banking clients.
- Conducted A/B tests to optimize marketing strategies, increasing conversions by 15%.
- Developed SQL queries and Power BI dashboards to track KPIs for financial datasets (1M+ rows).

EDUCATION

Bachelor of Technology (Computer Science)

Indian Institute of Technology (IIT)

2011-2015

CERTIFICATION

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| • AWS Certified Machine Learning | 2023 |
| • Google Professional Data Engineer | 2022 |
| • IBM Data Science (Coursera) Deep Learning Specialization | |

PROJECTS

Movie Recommender System

- Built a Netflix-style recommender using collaborative filtering (Python, Scikit-learn, Flask).

Real-Time Twitter Sentiment Analyzer

- Deployed an NLP model on AWS Lambda to classify live tweets (TextBlob, Flask).

Customer Churn Prediction

- XGBoost model integrated into a Streamlit dashboard for telecom clients.

AWARDS

- Winner, DataHack 2022 (Analytics Vidhya)
- Top 5% Kaggle Contributor (2023 Bronze Medal, NLP Track)