

Santanu Bhattacharjee

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Data Science professional with around 8 years of experience in solving business challenges using a data-driven approach. Focused on using machine learning and deep learning in Forecasting, NLP, Computer Vision, Optimization. Consulting experience in providing Data Strategy and building data products for clients.

Education

- **Dublin City University** Dublin, Ireland
Master of Science in Computing (Data Analytics) *Sep 2018 – Sep 2019*
Core Modules: Machine Learning, Statistical Data Analysis, Data Management and Visualization, Mathematical Methods and Computational Science, Cloud Technologies
- **Jadavpur University** Kolkata, India
Bachelor of Engineering in Information Technology *Aug 2006 – May 2010*
Core Modules: Data Structure, Algorithms, Data Mining, Database Management, C, Java, Web Technology

Skills

- **Programming Languages:** Python, R, Java
- **Python Libraries:** Tensorflow, Keras, PyTorch, Scikit-learn, Numpy, Pandas, Matplotlib, NLTK
- **R Libraries:** rpart, caret, randomForest, e1071, gbm, dplyr, mice
- **Machine Learning:** Regression, Classification, Clustering, CNN, RNN, LSTM, ResNet
- **Cloud Technologies:** Google Cloud, AWS
- **Visualization Tools:** Tableau, D3.js, Google Fusion Tables
- **Area of Interest:** Statistical Data Analysis, NLP, Computer Vision

Experience

- **Manthan systems** Bangalore, India
Senior Data Scientist *Nov 2017 – Sep 2018*
 - Lead Data Science team in different engagements with clients across domains
 - Architected solutions for clients with particular emphasis on designing Data Pipeline, Cloud Infrastructure, deployment strategy, A/B test plan
 - Contributed to development of ML models focused on Optimization and Forecasting
- **TEKsystems** Hyderabad, India
Senior Software Engineer *Sep 2015 - Aug 2017*
 - As a senior member of Data Analytics team provided consulting services to the clients across geographies with specific attention on building their data strategy
 - Responsible for building data products using NLP based algorithms for a client
 - Re-modeled web caching mechanism using ML models for a client
- **Tech Mahindra** Kolkata, India
Senior Software Engineer *Apr 2014 - Aug 2015*
 - Part of the Market Analysis team and helped clients in creating budgets for digital marketing
 - Focused on applying ML algorithms to create new opportunities for clients in a disruptive market
 - Developed different machine learning models to understand their customers' behavior in online business

Cognizant

Kolkata, India

Associate – Project

Jun 2010 - Mar 2014

- As an associate of the Hadoop consulting team, responsible for providing services to our esteemed clients intended to move towards big data solutions

Projects

- **Personalized Service:** As a team member, contributed to a 28% increase in sales for a major automobile client by redesigning their webpage with introducing personalized services for their online customers.
- **Orders Prediction and Resource Capacity Optimization:** Helped a Retail client building a cognitive solution for their online customers and store managers to better manage internal resources. Developed a model to predict orders for the next few weeks to be used by store managers and another model to optimize resource capacity in real time.
- **Web Caching:** Achieved a 44% improvement in the cache hit ratio by using a machine learning model and by determining cache refresh window for a tourism company.
- **Customer Review Analysis:** Managed a 31% (~7k) reduction in help-desk tickets per month by analyzing and reporting most concerned points of their customers of an E-commerce major. Developed an ML model on thousands of customers' reviews of products, services, and dealers to know their concerns better and to understand their sentiments.
- **Loan Approval Model:** Achieved near 26% reduction in loan-defaulters in a year by enhancing the loan approval system for a bank. Developed a predictive model reviewing hundreds of attributes related to customer data and loan related information.
- **Market analysis:** Worked closely with multiple sports and apparel brands understanding their customer buying behavior, the influence of social media and their brand ambassadors in conversion. Analyzed clickstream, demographic data along with social media footprints and created multiple reports on their customers' journey, demographics, and affinities, day and time of conversion, cross-visitation between their competitors.
- **Big data Solution:** Designed and developed a big data environment for a client to store huge volume of data of different types. Also responsible for the administration of the clustered environment for a while.

Current Research

- Neural model for machine reasoning on multimodal data: Building a single model architecture capable of doing reasoning over multiple data formats including text and images

Certifications

- Oracle Certified Java 6 Programmer
- Scrum Alliance Certified Scrum Master

Awards and Achievements

- Winner of AI ShipIt Hackathon 2018 within 70 teams participated across the country
- Customer Innovation Award 2013 for most innovative solution delivered to a client
- High Performer Award 2012 from Cognizant, India for exceeding expectations