# SUMMARY

SRIHARI KATTI

Data scientist with experience in Data Science,Analytics, and Programming. Proven ability to translate complex businessquestionsintoactionableinsightsusingSQLandPython,withastrongfocusonad-hocanalysisanddatamodelingtosupport decision-making processes.

# SKILLS



SQL,Python,DataAnalysis,MachineLearning,Statistics,DataModeling,Ad-hocAnalysis,AWSSageMaker,Pandas,Snowflake, Streamlit, Predictive Modeling, Communication, Collaboration, Data mining

# WORKEXPERIENCE



## HorizonMedia Jun2021-Present

*DataScientist2 SanJose,CA*

## Client:MarketingandMediaStrategyTeamataRetailGiant(Python,AWSSageMaker,SQL,Python)

* CollaboratedwiththeMarketingSolutionsteamatHershey’stomeasureincrementalityinrevenuethroughvarioussalesprograms and prioritize channels where marketing funds can be channeled.
* DecidedKeyperformanceindicatorsimportanttoclientsandpreparedaroadmapoftechnicalandanalyticaltwo-partsolution feasible for our problem.
* Obtainedcalculatedfieldsfromsales,creditandTVdatabasebyqueryingbigdataonacloud-basedplatform.EmployedBayesian statistical modeling through Python to predict the variables or channels that lead to conversions.
* Providedinsightstoclientstoallocateappropriatefundstomediachannelsandmedianspendingperperson.Thisledtoanincrease in their ROI for Media spend of 17% and increased sales for the 8 popular chocolate brands by 25%.

## Client:ProgramSchedulingTeamforaBroadcastingTelevisionConglomerate(SnowflakeStreamlit,LLM,GenAI)

* BuiltadatadrivenframeworktotargetnewconsumersandretainexistingviewershipforvariousTVprogramsonthe network.
* Incorporated Generative Artificial Intelligence on cloud-based data storage company to generate Genre data for each content title and performedassociationruleminingtounderstandviewingpatternsofaudience.
* Led the design and development of a Cloud based data driven application to present to the client simple data visuals of graphs throughadynamicapplicationtofindhighestcontentviewershipandgeneratedinsights ofwhat shows could be sequenced through association rule mining to obtain maximum TV time at different seasons of the year. This led to an increase in television channel subscriptions for the clients by 8%.

**Client:AdvertisementPlacementTeamatNationalSportsLeague–(Gradientboosting,DecisionTrees,Matplotlib,Snowflake)**

* Oversawclient’sneedstomakedatadrivendecisionsforprogrammaticadvertisementplacementduringLivesport events
* Employed Machine learning models based on historical sports and live events to predict advertisers who would have the highestconversion rates for sales from exposure in different media platforms
* Provided simple data driven analysis of most probable advertisers who would most benefit from conversions and help retain viewers during any given sports match.This led to $1.4 million annual revenue generation through new and existing customers.

## InnovationLabsatUniversityofIllinoisatChicago Feb2021-Sep 2021

*MachineLearningResearcher Chicago,IL*

* OptimizedlinearsensormanufacturingprocessesatCaterpillarlabsusingmachinetemperatureand voltagedata,improving predictive accuracy of coil positions.
* Developedneuralnetworkanddeeplearningmodelstoidentifycoilpositions,successfullyidentifying1700incorrectly manufactured sensors through deployment on manufacturing microprocessors.

## DuPageMedical Group Jan2021-May2021

DataScientist *Chicago,IL*

* Conducted clustering of medical procedures using unsupervised learning methods to identify frequently claimed combinations, enhancing patient care strategies.
* Assigned weights to medical procedure nodes using SQL, leading to the identification of 60 key procedures to improve service delivery.

# EDUCATION

* **MasterofScienceBusinessAnalytics**atUniversityofIllinoisatChicago
* **Bachelorsininformationscienceat**VisvesvarayaTechnologicalUniversity

# Highlights:

* + **https:**[**//www.sportico.com/business/sponsorship/2024/women-sports-fans-support-brands-study-1234818914/**](http://www.sportico.com/business/sponsorship/2024/women-sports-fans-support-brands-study-1234818914/)
  + **https://www-adweek-com.cdn.ampproject.org**[**/c/s/www.adweek.com/agencies/with-its-blu-data-platform-horizon-**](http://www.adweek.com/agencies/with-its-blu-data-platform-horizon-)**media-and-hersheys-embark-on-the-next-wave-of-client-work/amp/**