



Datha Kamath

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About me:

With over 11 years of experience in data science and project management, I specialize in problem-solving, cross-functional collaboration, and turning raw data into valuable insights. I have worked in various industries, including banking, fintech, e-commerce, healthcare, media, and retail.

WORK EXPERIENCE

29/11/2021 – CURRENT India

DATA SCIENTIST MANAGER JIO MEDIA

1. Led a team of analysts to develop and deploy machine learning models that improved customer retention, reduced churn, and increased revenue for Jio Media.
2. Collaborated with cross-functional teams to identify analytical requirements and collect information to meet customer and project demands.
3. Mentored team members in data mining, management, and analysis techniques.
4. Guided the development and deployment of a customer churn model with 0.8 precision, resulting in a 20% drop in churn.
5. Developed a user-centric content recommendation model that increased user engagement by 30%.
6. Guided the development and deployment of an ad targeting prediction model, resulting in a 20% increase in ad click-through rate.
7. Designed and built a customer sentiment analysis model that enhanced social media monitoring by 40%.
8. Developed an automated claims processing model that reduced processing time by 40% and improved accuracy by 30%.

02/12/2020 – 25/11/2021 India

DATA SCIENTIST GAMAKA AI

1. Utilized analytical skills to create and improve data models, implementing processes and tools to monitor and analyze performance and accuracy.
2. Analyzed data to identify patterns and opportunities, automating collection processes and providing insights to support decision-making.
3. Improved loan approval and reduced default rates for a banking client, reduced task processing time and improved image search for other clients.
4. Predicted customer surges and increased revenue for an e-commerce client through cohort analysis.
5. Improved customer satisfaction for a gym brand with a 24/7 chatbot.

01/08/2015 – 01/12/2020 India

MANAGER-DATA SCIENCE KANTAR

1. Integrated multiple data sources into a single platform, assessing computing needs and overseeing teams working on IT projects.
2. Managed a team of 20 employees, delivering 10 projects per year with a consistent track record of meeting timelines, scope, and budget requirements.
3. Utilized advanced analytical techniques to evaluate business success and growth potential, presenting information using data visualization to drive business change.
4. Segmented markets and customers to revamp marketing campaigns and overcome challenges, keeping up-to-date with technology trends to meet functional or performance needs.
5. Reduced loan approval time by 50% and improved loan approval rate by 20% through the development of a personal loan underwriting model.
6. Reduced fraudulent transactions by 25% for an e-commerce brand through the implementation of a fraud detection model.
7. Improved trading performance by 10% for a finance brand through the development and deployment of an algorithmic trading model.
8. Increased product cross-selling by 25% for a retail brand through the creation of a product recommendation model.
9. Improved customer retention by 30% for a retail brand through the implementation of a customer segmentation model.
10. Increased revenue by 15% for a retail brand through the implementation of a price optimization model.

11. Improved inventory management by 20% for an e-commerce brand through the development and deployment of a demand forecasting model.

01/08/2011 – 31/07/2015 India

DY MANAGER KANTAR

1. Constructed deep learning models and scalable machine learning systems to analyze large data sets and draw useful conclusions, while minimizing the introduction of errors into analysis processes.
2. Gathered analytics data using different sources and facilitated and executed strategies to educate customers on data analysis and interpretation.
3. Executed simulations on business data to identify the financial impacts of decisions and created frameworks for testing model quality.
4. Applied custom models and algorithms to data sets to evaluate and solve diverse company problems.
5. Developed an underwriting model that improved underwriting efficiency by 15% for Insurance Brands by automating risk assessment and pricing.
6. Implemented a fraud detection model that reduced fraudulent claims by 25% for an Insurance Brand by identifying patterns and anomalies in claims data.
7. Developed and deployed a Customer Satisfaction Model using Sentiment Analysis to identify dissatisfied customers and take corrective steps to prevent Churn.
8. Built a next-best offer model that increased product cross-selling by 30% for a Finance brand by predicting which products or services a customer is most likely to be interested in next.
9. Implemented a risk management model that reduced portfolio risk by 20% for a Finance Brand by identifying and mitigating potential threats to the portfolio.
10. Developed a portfolio optimization model that improved investment performance by 15% for a Finance brand by analyzing market data and identifying optimal investment strategies.

10/01/2009 – 31/07/2011 India

FIELD MANAGER RSB ANALYTICS

1. Lead and manage market research projects that leverage AI technologies to gain insights into customer behaviors, preferences, and trends.
2. Work with cross-functional teams to identify research objectives and develop data collection methods and analytical models.
3. Evaluate and recommend AI tools and techniques for data analysis and visualization.
4. Interpret and communicate research findings to stakeholders, providing insights and recommendations for decision making.
5. Stay up-to-date with the latest AI developments and market research techniques to enhance research capabilities.
6. Identified key market trends and opportunities through AI-powered predictive modeling, providing actionable recommendations for business growth,

02/07/2007 – 09/01/2009 India

FIELD CONTROLLER IMRB INTERNATIONAL

1. Leading and managing data-related projects, including data analysis, data integration, and data modeling, and ensuring timely and accurate delivery of project milestones.
2. Collaborating with cross-functional teams to identify data requirements, define data quality standards, and ensure that data governance policies and procedures are followed.
3. Identifying and implementing data visualization tools and techniques to support data analysis and reporting, and communicating data insights to stakeholders.
4. Managing data warehousing and business intelligence projects, including designing data architectures, managing data integration and transformation processes, and ensuring that data is available for reporting and analysis.

● **EDUCATION AND TRAINING**

01/06/1991 – 01/06/1994

BACHELOR OF ECONOMICS University of Mumbai

01/06/2006 – 01/06/2008

POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION(MARKETING MANAGEMENT) Symbiosis Center

● **ADDITIONAL INFORMATION**

TECHNICAL SKILLS

Technical Proficiencies and Competencies

Proficient in big data technologies like Hadoop, Spark, and Kafka, distributed computing and parallel processing using Apache Spark.

Skilled in deep learning frameworks (Keras, TensorFlow, PyTorch) for neural network development, and NLP techniques (sentiment analysis, topic modeling, text classification) using NLTK and spaCy.

Experienced in computer vision techniques (object detection, image classification, segmentation) using OpenCV and TensorFlow.

Knowledgeable in natural language generation/processing using GPT-3, BERT, and T5 models.

Proficient in developing and deploying scalable machine learning pipelines using Docker and Kubernetes, and in data manipulation/analysis using SQL, Python (Pandas, NumPy), and statistical analysis methods.

Expert in data visualization using Matplotlib, Seaborn, and Plotly, and familiar with cloud computing platforms like AWS and GCP, Git for version control, and software development practices (Agile, Scrum).

Ability to communicate complex technical concepts to non-technical stakeholders.

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