

# Aditya Ayyagari

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## EXPERIENCE

**LatentView Analytics, Data Analyst** | Chennai | 1 year 9 months  
*Actionable Insights & Accurate Decisions to drive process change and create business impact.*

### > Asset Management

Wireframed and built a **Data Governance framework and dashboard** for real-time Salesforce CRM data standardization for a Global Asset Management company.

Proactively built excel tools and reports to smoothen delivery and converted an excel report to a full-fledged extended client engagement worth **40K GBP**.

**Digital CRM dashboard** comprising Single Customer View coupled with Customer Segmentation Model to prioritize marketing efforts at global and regional levels.

Wireframed and currently developing a **Brand Management dashboard with Automated Insights** with KPIs to monitor the effectiveness of various Marketing Channels in Lead Generation.

### > Pharma

Built ML and DL models to classify Medical Records with **40% higher precision** than legacy models for a Global Pharmaceuticals giant.

### > Value Propositions & Assets

Built a value proposition worth **1M USD**, to offer analytics services to companies willing to shift to a **subscription-based business model**.

**Contract Analytics** - Built a proof of concept accelerator that can help monitor contracts from suppliers and build KPIs to measure their performance.

**Video Customer Analytics** - Built models for real-time customer analytics, using AI and Computer Vision with modules including Customer Face recognition, Age and Gender Detection.

### > Extracurriculars

- **Head** - LatentView Dance Team
- **Member** - LatentView Quiz Club
- **Member** - LatentView Sports Committee
- **Sports Captain** - LatentView Red House

## EDUCATION

**SASTRA Deemed to be University** | Thanjavur | 2015 - 2019  
*B. Tech - Electronics and Communication Engineering.*

**Dean's List** of Top 10% students in the university.

### > Extracurriculars

- **Head** - SASTRA Dance Team
- **Executive Member** of ASCIIE, ECE Wing
- **Member** of SASTRA Community Outreach ProgramE

## PROJECTS & INITIATIVES

**Text Analytics at your Fingertips** | LatentView  
Developed a one-stop code repository for text analytics using Python. This serves as learning material for freshers, and projects in this domain.

**Resource Utilization Tracker** | LatentView  
Built a real-time employee utilization tracker using Excel for data-driven Resource Management. Improved resource utilization within our Entity at LatentView by **40%**

**BUZBEE** | Dr. V. Sridharan | Incubatee at Technology Business Incubator, SASTRA  
Built a real-time people tracker for Buses using Machine Learning and IoT. This solution aimed at preventing unusual wait times and over-crowding in Public Transport.

**Voice Controlled Bot** | Dr. S.K Pandiyan | SASTRA  
Designed and Built a Voice-Controlled Bot, operating on NODE- MCU micro-controller. A prototype for voice-controlled devices using Google Assistant and IFTTT.

**Uncertainty Quantification on Software Defined Radio System** | Dr. R. Ganapathy | SASTRA  
Implementation of Uncertainty Quantification using Chaospy and Stochastic Gradient Descent on the output data of a Software Defined Radio System.

## CORE SKILLS

Project Management  
Machine Learning  
Data Wrangling & Data Modeling  
Infographics & Visualization  
Problem Solving  
Presentation & Communication

## DOMAIN KNOWLEDGE

Natural Language Processing  
Computer Vision  
Predictive Analytics  
UI / UX

## TECHNICAL SKILLS

Python  
PowerBI  
R  
SQL  
Excel  
Flask

## ACHIEVEMENTS

**Spirit of LatentView Award for Business Impact (1x)**

**SPOT Award (1x)** - Awarded for exceptional work at LatentView.

**Top 2%** - Achieved 82nd rank in a Kaggle Competition.

**Juran Award (Third Prize)** - Case Study at International Convention of Students Quality Control Circle

## CERTIFICATIONS

**Customer Analytics**  
Wharton Online

**Data Science Wrangling**  
Harvard X

**Financial Risk Analytics**  
Great Learning

**Machine Learning Advanced Certification** - Simplilearn

**AWS Machine Learning**  
Amazon Web Services

## LANGUAGES

English, Hindi, Telugu, Tamil

## INTERESTS

Western Dance  
Drawing & Painting  
Design & Infographics  
Basketball & Fitness

