

Jeevak Ghosh

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Data Scientist

SUMMARY

8+ years of professional experience with expertise in product development, creative design and business analytics. Masters in Data science with hands-on experience in product management and machine learning algorithms. Passionate about leveraging technology to make intuitive and efficient products. I am an analytical thinker with leadership skills who is looking for challenging opportunities and developing new skills alongwith creating a positive social impact.

KEY SKILLS

- Machine Learning Methodologies • Natural Language Generation • Deep Learning Frameworks • KPI dashboards
- Predictive & Statistical Modeling • Data Visualization • Predictive Analytics • Data Analytics • Strategic Thinking • Data Insights • Product Lifecycle Management • Market Research • A/B Testing • Product Strategy • Storytelling

TECHNICAL SKILLS

Languages: Python, HTML, C, C++

Machine/Deep Learning: NLP, Transformers, GANS, TensorFlow, Keras

Database: MySQL, PySpark

Data Visualization Tool: Tableau, Sheets, Excel

PROFESSIONAL EXPERIENCE

AI Trainer

Oct '22 - Present

Invisible Technologies

Bengaluru, IN

This entailed determining whether a problem could be solved using simple ML algorithms or if a more complex technique, such as Neural Networks, was necessary, and then building the task to determine the AI system's efficiency.

- **Synthesizing raw, unfiltered data** to build well-organized unbiased data sets
- **Generating text, image and video-analysis solutions** to transform research into AI capabilities on the platform
- **Verifying and validating data annotations** to ensure that the AI is reading it properly

Creative Director

Mar '21 - Aug '22

CareerLabs

Bengaluru, IN

I mostly performed the roles of product manager, analyst, and data scientist here. I established the processes and pipelines for delivering a content-based product, then worked with different product owners to extract data and provide meaningful insights to present to the stakeholders and collaborated with the engineering team to build and deploy several data-based models for the sales and operations teams.

Product Manager

- Developed a content product to facilitate **career decisions of 30000+ learners** in 3 months
- **Designed product roadmaps** and **created product personas** by conducting strategic reviews of the addressable market
- **Drafting OKRs** on a quarterly basis to align the business requirements and setting the goals for the team
- Outlined budgets, created schedules and negotiated with **multiple agencies** to deliver as per the business requirements
- **Spearheaded a 25+ team** of creative writers, researchers, designers, animators and videographers to design technical content
- Liaised between product, engineering and stakeholders to **define altitude maps** for defining KPIs
- **Devised instrumentations using API** to collect the required data for analysis

Data Scientist

- Developed an **NLP based algorithm** to determine the fitment of a profile based on the job description
- Led the development of an **assessment system** leveraging machine learning techniques like **computer vision** and **natural language processing** to assess the performance of an interviewee
- Developed a predictive model using **regression** that assessed and improved the quality of the leads, resulting an improvement in the **conversion of sales by 0.7%**

Product Analyst

- Developed **root cause reports** using SaaS based product to address problems with customer drop-off, successfully revealing insights that reduced the **drop-off rate by 12%**
- Conducted **cohort analysis** to understand the user journey **and defined success metrics** by implementing A/B testing to improve the **conversion rate by 15%**
- **Designed dashboards** and provided recommendations to stakeholders for improving budgeting, forecasting and modeling key metrics

Development Lead

Sep '17 - Feb '21

Think & Learn Pvt Ltd (Byjus)

Bengaluru, IN

I was involved in the delivery of many proofs of concept (POCs) that served as the foundation for a number of products that the company has since produced. These POCs spanned from content-based products to analytics-driven platforms and process automation.

Product Lead

- Led a team of 12+ members in designing a content product that was **utilized by 2000000+ learners**
- **Liaised between 4+ business flows** like design, sales, media and engineering teams to align project goals and define project milestones
- **Created user stories** and oversaw the building of functional requirements by conceptualising the wireframes and workflows for a new portal and user management tool
- **Created and edited screenplays**, multimedia visual aids and worked with the media team to produce content
- Planned budgets and **negotiated contracts with 10+ freelancers** to deliver the product within stipulated timelines

Data Analyst

- Designed dashboards to analyze and present reports on the various projects that led to improvement in project deliverables by **increasing the efficiency by 2%**
- **Maintained the documentation** for the product alongwith the system and end user documentation
- Developed a predictive model using regression to **predict the completion rate of a video**
- Designed an automated system to provide a scoring mechanism during hiring of candidates which improved the **hiring timelines by 18%**

Editor

May '14 - Aug '17

Ansrsource

Bengaluru, IN

I was primarily handling communication with clients, designing technical content and creating schedules for deliverables.

Technical Content Developer

- **Collaborated with writers, designers and clients** to successfully produce technical content for engineering
- Collaborated with colleges and institutions **to design curriculum** and content for computer science courses and certification courses on cloud computing

Project Manager

- **Delegated and tracked** each member's assignments and deadlines
- Designed **editorial calendars and content schedules** to deliver production and relevant information on time
- **Handled JIRA tickets** and client communication for various projects

EDUCATION

MS in Data Science

Jun '21 - Apr '22

Liverpool John Moore's University

Research Paper | Tech Stack: Python & Transformers | Apr '22

- Worked on analysing a domain-specific corpus that facilitates **multi-task learning** for natural language generation

PGDM in Data Science-NLP

May '20 - Apr '21

IIIT Bangalore

- **Domain: Customer Experience & Engagement | Tech Stack: Rasa & Python | Feb '21**
 - Designed a chatbot using **Rasa** to order food from Zomato based on the pricing, location and cuisine.
- **Domain: Information filtering system | Tech Stack: Python | May '21**
 - Created a **Recommendation engine** based on **sentiment analysis** and deployed it using Flask
- **Domain: Telecom Industry | Tech Stack: Python | Dec '20**
 - Designed a **model using XGBoost** to understand customer behavior and predict churn

BE in Computer Science

Aug '09 - May '13

Acharya Institute of Technology

- **Domain: Image Processing | Tech Stack: Matlab | May '13**
 - Solution: Designed a system to detect and identify various objects on the screen based on the inbuilt-webcams.

CERTIFICATIONS

- Advanced Tableau Certificate | UpGrad | Oct '21
- Style transfer using GANs | UpGrad | Apr '22
- Advanced Deployment in ML | UpGrad | Aug '22

INTERESTS

- Gaming • Trekking • Sports • Technology • Research