

Priyanka Banerjee

DATA SCIENTIST / DATA ANALYST

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Professional Summary

- **Data Scientist** holding expertise in areas of **Data Analysis** and **Machine Learning Model Building** with 3+ years of experience.
- Contributed to **Google Developer Community** and recognised as a member
- Good knowledge in different cloud based **AutoML** features
- **Blogger** of **Towards Data Science** and **Medium**.
- Public **Speaker** and contributor towards different tech communities.
- Voluntary Contribution : YouTuber/Content Creator for **Data Science**. Provide **Machine Learning training** to fellow mates.

Experience (Data Science)

Speridian Technologies Pvt. Ltd.

Data Scientist *Mar 2021 - Present*

- **Analytics tool**
 - Direct client interaction.
 - Worked on building interactive analytics dashboard - real time as well as descriptive, generating business insights and extracting data from various sources.
 - Technologies used: **Python, Oracle Analytics Cloud, Oracle ADW, Oracle Machine Learning Notebook**

Fokal Analytics Pvt. Ltd.

Data Scientist *Jan 2020 - Mar 2021*

- **Automating E2E pipeline and Data Validation**
 - Worked on creating an end to end automation workflow for capturing various actions like emails opened, emails clicked, emails deleted, etc. for marketing emails to track behaviour.
 - Handled data validation and warehousing for data ingestion.
 - Technologies used: **Python, GCP, BigQuery, BigTable, Google Data Studio**.

SKILLS

- **Programming Languages**
 - Python
 - R
- **Exploratory Data Analysis**
 - Pandas
 - Seaborn
 - Matplotlib
 - Plotly
 - sklearn
- **Backend persistence**
 - BigQuery
 - SQL Workbench
 - PostgreSQL
- **Data Modeling**
- **Data Visualization**
 - Google Data studio
 - Oracle Analytics Cloud
 - Tableau
- **Cloud Computing Services**
 - Oracle Cloud
 - Google Cloud Platform
 - AWS
- **NLP**
- **Machine Learning Model**
- **Time Series**
 - Fbprophet
 - Anomaly Detection Toolkit
- **Linux**
- **Version Control**
 - Git
 - Bitbucket

- **Natural Language Processing and Feature Engineering Automation tool**

- Worked on creating an end to end automation workflow for the processes involved in Natural Language Processing and performed sentiment analysis using **FastText**, **Afinn** sentiment and **TextBlob**
- Worked on creating modules to automate transformation and aggregation of datasets to accelerate the process of feature generation.
- Technologies used: **Python, Pandas**

- **Analysis of Customer Reviews**

- Generate key business insights from customer reviews considering impacts of certain open data.
- Technologies used: **Python, Pandas, Plotly, Google Data Studio**

- **Customer Churn Prediction**

- Implemented Data Ingestion from **Amazon Kinesis** to Data Lake, imported tabular data from **S3** for **Data Analysis, Feature Engineering, Feature Selection** and **ML model** building.
- Technologies used: **XGBoost, Random Forest, Python, SQL, AWS Redshift.**

Data Science Intern *Dec 2019 - Jan 2020*

- **Impact of promotional offers on the sales of products of clients**

- SQL implementation.
- Hypothesis Testing
- Implement of Sales Trend and Volatility shifts
- Technologies used: **SQL, Fbprophet, Anomaly Detection Toolkit**

Other Projects

Member of Google Developer Community — Added an interactive bot in Google Assistant. Tools: GCP, DialogFlow

- Blog post:
<https://medium.com/voice-tech-podcast/working-with-google-assistant-application-in-dialogflow-933b9bfc25a>

Working with Google Cloud AutoML - Implementing e2e process of getting a video, extracting images, uploading them on Google cloud storage and later performing AutoML api on them. Tool: **Python, GCP, OpenCV**

- Blog post:
<https://towardsdatascience.com/working-with-google-cloud-automl-in-python614395ab66b3>

Alma Mater

- 2013 - Bachelors of Computer Application, West Bengal University of Technology. CGPA: 7.3/10
- 2010 - 12th Std (WBSEB), Ballygunge Shiksha Sadan , Kolkata. Score: 78%
- 2008 - 10th Std (ICSE), Holy Cross High School, Kolkata, Score: 85%

LANGUAGES

English, Bengali, Hindi

PAST EXPERIENCES

Kolkata Municipal Corporation

Junior Assistant *Sept 2017- Jan 2019*

- Implemented JSON validation tool
- Managed databases using SQL
- Worked with public data and handled several clients and tenders directly.