

Harikrishna (Harry) Dev

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PROFESSIONAL EXPERIENCE

Daifuku Holding Pvt Ltd, Novi, MI

May 2023 – August 2023

IT Analyst Intern – Data Science

- Developed proprietary Generative AI tool to perform text mining on report documents and provide source citations by leveraging the HuggingFace and Natural Language Processing, reducing 2 hours of daily review work.
- Augmented the Paint Line assembly efficiency by 48% by identifying bottlenecks and forecasting recurring issues in the assembly line using Regularized Linear modeling techniques such as Elastic Net and Facebook Prophet.
- Designed a Power BI dashboard to visualize and track employee performance metrics, which saved senior leadership 3 days of work every month by connecting data sources to Microsoft Azure.

Flipkart Internet Pvt Ltd, Bangalore, IN

July 2021 – July 2022

Data Scientist - Business Analyst

- Conducted comprehensive analysis of customer experience key metrics trends, providing senior leadership and product managers with actionable insights to drive product development, process enhancements, infrastructure requirements, root cause analysis, and integrated marketing and monetization strategies.
- Deployed Customer Escalation prediction framework to prevent social media escalations based on user journey and pain points using Machine Learning techniques such as XGBoost and clustering, which resulted in 27% decrease in escalations and 8% enhancement in Customer Satisfaction and Net Promoter Scores.
- Collaborated on A/B testing initiative on e-commerce sales page during the `Big Billion Day` event, resulting in 10% increase in customer acquisition and 7% boost in average order value, driving ₹3M in additional revenue.

Tredence Analytics Pvt Ltd – Walmart and Sam's Club, Bangalore, IN

May 2019 – July 2021

Senior Business Analyst – Data Science

- Analyzed Overall Customer Experience KPIs on eCommerce digital channels consumed by clients regularly to make product analytics changes and understand user behavior, revenue management, and Assurance metrics.
- Orchestrated data-driven discussions with Senior leadership to evaluate Experience Metrics; guided strategic decision making for delivery modes and Supply chain systems, leading to a cost savings of USD 20,000 PA.
- Implemented 35+ high-volume data engineering Apache airflow ETL pipelines and tabular assets in terabytes to support decision-making, enabling timely and accurate assessment of customer behavioral patterns.
- Implemented accuracy assessment of credit card transaction level data sources to gain insights into "Share of Wallet", providing macro and micro-level comprehension and facilitating identification of 1.3 million prospective customers for targeted advertising campaigns and increase customer retention.

AWARDS

LANTERN PHARMACEUTICALS HACKATHON, 2nd Place Winner

Nov 2023

- Built a Machine Learning Model to predict drug effectiveness on different test subjects using Python, H2O.ai, and statistical methods to perform feature selection and clustering.

BAJA SAE INDIA 2019, All India Best Marketing Presentation Winner

Mar 2019

EDUCATION

The University of Texas at Dallas

December 2023

Master of Sciences in Business Analytics – Data Science cohort

GPA 3.83

Leadership: Naveen Jindal School of Management (Graduate Student Assistant), UTD Data Science Club (Technical Officer)

Projects: Semantic segmentation using CNNs in PyTorch and FastAI, Economics research into Ecuador's product consumption and reliance on Oil market prices using SAS and STATA, AutoML Application using Streamlit

National Institute of Technology Karnataka, India

May 2019

Bachelor of Technology, Major in Mechanical Engineering

GPA 3.72

SKILLS

Technical Skills: R, Hadoop, Tableau, Microsoft SQL, Financial Modeling, AB Testing, PyTorch, Teradata, Matlab, Keras, Seaborn, Excel, Tensorflow, MS Excel, Snowflake, SAP HANA, Image Processing, Computer Vision, Learning theory
Certifications & Training: Python Data Structures, Hadoop in Real World, IBM: Data Science Methodology