Anvesh Kollu
mail.anvesh@gmail.com | +91 8904376074 | [LinkedIn Profile](#) | [anveshk.com](#)|

Data Scientist with a Master's degree and 12 years of analytics experience across several industries

PROFESSIONAL EXPERIENCE

Quotient Technology Inc. (Coupons.com), Cincinnati, OH, USA (Digital Marketing)   Apr 2018 – Present (5 Yrs+)
Data Science Manager (from Dec'19) & Sr. Data Scientist, Product (from Oct '22)

- Led a team of 6 data scientists spread across Quotient's US and India offices supporting several analytics and data science efforts. Transitioned to a product-focused data science role after moving back to India in 2022.
- Over my tenure of 5+ years, I was actively involved in projects like advanced campaign measurement for digital promotions, creating demographics-based targeting segments for digital media advertising, personalization of offers on retailers' platforms (Walgreens etc), predictive models for count of redemptions based on offer characteristics, automated OCR processing of paper receipts and many others.
- Currently leading fraud prevention efforts for our receipt scanning apps. Helped deploy several levels of fraud checks based on receipt text, user behavior and receipt image. Built Tableau dashboards for analysis and monitoring of fraud. Blocked more than $2MM worth of fraudulent activity.
- Built an internal python library and refactored existing measurement codebase to reduce errors and produce consistent outcomes. Promoted best practices in coding and modeling that helped the team scale smoothly.

Everything But The House (EBTH), Cincinnati, OH, USA (Online auction platform)   Aug 2016 – Apr 2018 (2 Yrs+)
Data Scientist
As the first data scientist on the team, I had the opportunity to work on lots of cool data science & AI projects.

- Built a reverse image search engine that helps predict future auction price for an item based on its image by looking up closest matches from the past. This feature was deployed into the internal EBTH iPhone app.
- Developed a successful content-based recommendation engine that powered the daily email blast and the *Just For You* page on the site. Achieved 3x improvement on metrics like click-through rates and revenue per impression.
- Published extensive visualizations in Tableau covering analyses of user engagement, inventory management, bidding dynamics etc. enabling leaders to make informed decisions
- Worked on and assisted in several modeling tasks (e.g. auction price prediction) and A/B testing experiments.

[24]7 Inc.*,* Bangalore, India (Customer Service Industry)   Mar 2014 – Jul 2015 (1 Yr+)
Senior Analytics Consultant, Data Sciences Group

- Developed text-mining algorithms for automatically classifying large corpuses of customer service chats, moving away from an earlier rules-based system using a pipeline of Natural Language Processing and Support Vector Machines
- Achieved chat classification accuracy of more than ~80% for clients like Capital One and AT&T (on par with results achieved by state-of-the-art algorithms in academic environments), winning the 247 Bravo award.
- Implemented real-time predictive models that predicted when and where customers browsing websites needed help in the form of live chat support. Identifying the issue beforehand helps route the customer to the right queue and reduces handoffs between agents.

TCS E-Serve (Formerly Citigroup Global Services) Mumbai, (Consulting)   Nov 2010 – Mar 2014 (3 Yrs+)
Assistant Manager, Risk Analytics (Client: Citibank, North America)

- Responsible for technical infrastructure (SharePoint website, model repository, automated reports, early warning emails etc.) supporting the global risk oversight group at Citi.

MVP for a startup idea (2019): Developed a system that automatically separates sports video into active-play and non-active play (tennis and badminton). Along with audio analysis, this helps broadcasters publish highlights automatically.

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business, Cincinnati, OH   Aug 2016
Master of Science in Business Analytics (GPA – 3.97/4) (Global Merit Scholarship recipient)
Indian Institute of Technology Madras (IIT-M), Chennai, India   Jul 2010
Dual Degree – Master's and Bachelor's Degrees in Electrical Engineering (Exchange Student at BTH, Sweden)

RELEVANT SKILLS

Expertise Areas: Recommender Systems, Image Recognition, Deep Neural Networks, Digital Personalization, Statistical Analysis, Natural Language Processing, Risk Scorecards, Machine Learning, Probability Models, Mathematical Problem Solving
Programming Languages/Tools: Python (pandas, scikit-learn, keras), R, SQL, SAS, Bash, Tableau, Hadoop, Hive, VBA