KASTHURI (KASY) VISWANATHAN

STRENGTHS

⭐ **Sales Growth**
Delivered 30% YoY sales growth by targeted customer identification using segmentation models and Churn models

💎 **AI based Improved Customer retention model**
Developed and implemented models that reduced Churn

💡 **Team Leadership**
Led and trained a high-performing advanced analytics team of 7 + members

🚩 **Strategic Planning**
Developed and executed ML based Drug Purchase plan that saved over 20% YoY

PATENT PENDING

🏆 **Patents**
Inventor of 4 pending U.S. Utility Patent Filed

· Artificial Intelligence Applications of Non-Linear Optimized Multi-Layer Decision Forest and Non-Parametric Studies.

· Adaptive Robust Multi-Layer Non-Parametric Machine Learning Algorithm

· Molecular Network Risk Score Prediction Algorithm

· Methods and Composition for Detecting Hereditary Cancers

TRAINING / COURSES

IBMI Program Certificate in Project Management

IBMI Program Certificate in Strategic Management

SENIOR DATA SCIENCE ADVISOR (Principal)

📞 214 600 9871   @ itzkasthuri@gmail.com
🔗 https://www.linkedin.com/in/itzkasthuri/   📍 Dallas, Texas

PROFESSIONAL SUMMARY

- Results-oriented and strategic-minded Data Science leader with a proven track record of driving business success through the effective utilization of data-driven insights.
- 15 years of experience in multiple disciplines of data science, marketing, digital and user experience, medical claims, product design, strategic planning, research, and business analytics.
- Results-driven Data Scientist with hands on expertise with model development and deployment. Strong knowledge of **ML, NLP, Deep Learning, Knowledge Graphs** and have experience working with massive amounts of data.
- Worked on Deep Learning models like **CNN, RNN and NLP (BERT) for solving various business use cases like name entity resolution, forecasting and anomaly detection**.
- Effective communicator, storyteller, and influencer through visualization techniques and appropriate language for the general audience, scientists, internal and external partners, and executives.
- Have a strong curiosity for data and a proven track record of successfully applying rigorous scientific methods with proficiency in ML Engineering and DevOps capabilities.
- Expertise with **Python, PySpark, DL frameworks like TensorFlow and MLOps.**
- Good Knowledge of insurance policies,six sigma principles, strategic operations and regulations, and industry trends related to claims processing and insurance.

EXPERIENCE

Senior Data Scientist (Principal)   2020 - Present

Express Scripts, CIGNA   Texas

- Develop and execute a long-term vision and strategy for various projects encompassing **supply chain, survey analytics, marketing, digital/user experience, and Rx Factors at Cigna Express Scripts.**
- Developed machine learning algorithm that improved customer churn prediction accuracy by 20%, resulting in a reduction in customer attrition and increased customer retention rates.
- **Successfully lead and deliver large-scale projects, generating over $120M in revenue** for Cigna operations, consistently achieving project goals and surpassing operational expectations.
- **Architecting and designing data implementation patterns and engineered solutions using native cloud capabilities.**
- Achieved a significant 50% improvement in campaign performance.
- Collaborate closely with senior leadership to develop and implement an effective digital marketing strategy, leading to the identification and implementation of innovative tactics.

Senior Data Scientist and Portfolio Manager   2019 - 2020

Ayass Bioscience LLC   Frisco,Texas

- Implement A/B testing methodologies and assess customer retention, brand awareness, and global expansion strategies, resulting in informed decision-making and improved campaign performance.
- Utilize advanced statistical analysis techniques to create comprehensive reports and data visualizations, providing valuable insights for more than 20 marketing campaigns and initiatives.
- Implemented a **BERT BASED (NLP) model to analyze customer feedback, resulting in a 30% improvement in sentiment analysis accuracy** and valuable insights for product improvement.
- Leading data warehouse team and leads in creation of cloud data warehouse plans, roadmap, success metrics, and assessment of client's enterprise (on-premise and on-cloud) data systems.
- Creating robust relationships with business stakeholders and ability to act as a trusted advisor to client leaders.
- Worked in collaborative development environment **(GIT, Azure DevOps, JIRA)**.
- Achieved technical excellence by advocating for and adhering to lean-agile engineering principles and practices such as API-first design, simple design, continuous integration, version control, and automated testing

EXPERIENCE

Bioinformatics Data Scientist
2017 - 2019

Ayass Bioscience LLC
Frisco, Texas

- **Enhanced Predictive Models: Developed advanced predictive models that improved accuracy by 15% compared to previous models.**
- Transformed complex data into easy-to-understand formats, collaborating with external scientists and driving business improvement.
- Product data Analytics on evaluating product iterations or experiments; understanding and tracking customer and **user behavior using lenses like adoption, churn, cohorts and funnel analysis**
- Independently contributed to development and deployment of various machine learning models.
- Led team of Advanced Analytics to aggressively expand customer base resulting in **a 30% increase in customer acquisition pipeline.**
- Use data analytics to develop, populate, and analyze dashboards for transparent, real-time project, program, and portfolio measurement results and metrics.
- Develop data ingestion frameworks, real-time processing solutions, and data processing/transformation frameworks, leveraging open-source tools.

Senior Computational Biologist
2010 - 2017

UTSouthwestern Medical Center
Dallas,Texas

- Managed a team of 3 data analyst and acted as principal contributor to AI/ML Platform that integrated with Legacy production.
- Performed all aspects of study site management including qualification, initiation routine
- Delivered **Interactive visualizations/dashboards using ggplot and Tableau** to present analysis outcomes in terms of patterns, anomalies, and predictions.
- Conducted research to stay up to date with the latest advancements in Generative AI, machine learning, and deep learning techniques, and identify opportunities for integrating them to get research publications.
- Developed and implemented machine learning models for anomaly detection, root cause analysis, leveraging both **supervised and unsupervised learning techniques**.
- **Demonstrated knowledge of medical coding practices and processes (ICD-9/10 and CPT/HCPS).**
- Testing and validating all AI methods. Deploy and manage models throughout the end to end lifecycle.
- Have worked on all steps required to bring an AI/ML model to production – **from ideation to deployment**

Senior Data Analyst
2007 - 2010

IITH and Serendio Innovations
India

- Designed, modeled, validated, and tested statistical algorithms against various data sets including behavioral data and deployed predictive models.
- Building and prioritizing backlog for graph theory based machine-learning enabled features to support client business processes.
- Designed and implemented a data pipeline that automated data collection, cleansing, and transformation processes, reducing data processing time by 30% and improving data quality.
- **Performed Data Transformation method for Rescaling and Normalizing variables.**
- Developed software using Java, Python in client/server and web applications**: BIOASK - Knowledge Discovery Suite (Literature Mining Engine).**
- **Performed Text Mining using NLP and Machine Learning techniques and Ontology Curation.**
- Designed structured process improvement workflow and automation.

EDUCATION

Masters in Bioinformatics and Data Analytics

Johns Hopkins University
Bethesda,Maryland

Bachelors of Technology

SASTRA Deemed University
India