GANESH U. SIDDAMAL

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ganeshuvs

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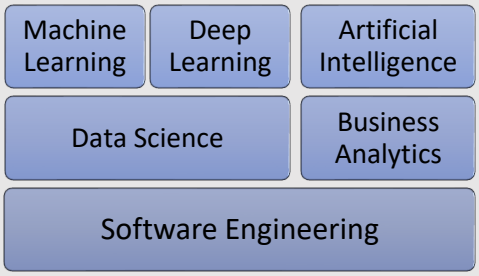
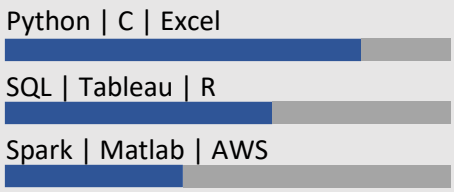
Skills

Overview:



Programming & Tools:



Libraries:

Scikit-learn, Keras, Tensorflow, NumPy, SciPy, Pandas, Nltk, Librosa, Matplotlib

Algorithms:

Clustering, Anomaly Detection, Principal Component Analysis, Linear Regression, Multilinear Regression, Logistic Regression, Random Forest, Support Vector Machines, XGBoost, Neural Networks (CNN/RNN), Recommender Systems, Natural Language Processing

Business-Sectors:

Online Search – Google Analytics,
Image Processing – Pattern Recognition,
Healthcare – Predictive Analysis

Experience

Graduate Assistant Data Analyst **2017 – 2018**
New York University – New York, USA

- Process graduate applications using Excel and assist in decision making
- Visualize admission decision & internship record trends using Tableau

Network Security Analyst Intern **Summer 2017**
Technical Consulting and Research, Inc. – New York, USA

- Analyze NIST Cybersecurity Frameworks implemented in larger companies
- Build a Machine Learning model to identify identity theft using Network Data

Data Scientist **2014 – 2015**
Mu Sigma Inc. – Bangalore, India
Client: Microsoft, Department: Search Advertising, Team: Market Intelligence
Projects: Customer Journey Analysis, Ad Platform Comparison, Data: IE logs, ComScore
Responsibilities:

- Make hypothesis & process flow design and validate it using data. Pull data from Microsoft's Big-Data platform COSMOS by running SQL scripts
- Parse URL to detect source of ad (ad-platform) and to know ad query.
- Predictive and sentiment analysis (Customer Journey Analysis) after ad is clicked

Client: Microsoft, Department: Windows App Store, Team: Performance Analysis
Projects: Customer Segmentation, Data: Windows App-store data for Mobile & PC
Responsibilities:

- Run K-Means clustering to segment the app-developers for targeted marketing
- Design segment wise campaigns to improve app-developer performance

Education

Master of Science, Electrical & Computer Engineering **2016 – 2018**
New York University, USA
Bachelor of Engineering, Electronics & Communication Engineering **2010 – 2014**
Pune Institute of Computer Technology, India

Projects

Graduate Machine Learning Project: Otto Product Classification **Fall 2017**
(https://github.com/ganeshuvs/Otto-Product-Classification-Grad-Project)

- Task: Build a model to classify a product with 93 features into 10 categories
- Libraries: Numpy, Pandas, Keras, Sklearn, Scipy
- Algorithms: SVM, Neural Networks, XGBoost and Random Forests
- Approach: Ensemble Learning. This approach takes weighted average of the different algorithmic predictions

Music Classification using Neural Networks **Fall 2017**
(https://github.com/ganeshuvs/Introml-Grad-Labs)

- Task: Build a model to classify music using extracted features of an audio sample
- Libraries: Librosa (Music Feature Retrieval), Keras (Neural Networks)
- Algorithms: Convolutional Neural Network
- Approach: Build a classification model & optimize the learning rate

Transfer Learning with a Pre-Trained Deep Neural Network **Spring 2018**
(https://github.com/ganeshuvs/Introml-Grad-Labs)

- Task: Make use of existing Deep Neural Network for a new classification task
- Libraries: Keras (Neural Networks)
- Algorithms: Neural Networks
- Approach: Retrain only the final layers of a large pre-trained Neural Network