Sai Pradeep Narasamsetty
Data Scientist, AI & ML
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Data Scientist with 6+ years of experience in Machine Learning, Generative AI, NLP, and Data Engineering. Specialized in developing Gen AI Applications, RAG pipelines, and predictive modeling to improve personalization, retention, and ROI. Proven ability to deliver scalable AI solutions that transform business challenges into measurable impact.

Professional Experience

Intuit Inc., | Senior Data Scientist   Sep'24 – Current

- Designed and deployed a GenAI-powered personalized email content generation application using LLMs and transformer models such as T5 and BART, boosting click-through rates by 5% and cutting manual content creation time by 20%.
- Implemented Retrieval-Augmented Generation (RAG) pipelines by using LangChain and FAISS which integrated with CRM data, dynamically surfacing tailored offers and reducing campaign design cycles.
- Built NLP workflows to classify user intents from clickstream data, powering hyper-personalized follow-up campaigns that increased lead-to-opportunity conversion by 13%.
- Collaborated with data engineers to streamline data pipelines in AWS (S3, Redshift), enhancing customer journey analysis and powering vector-based retrieval systems.

HCL Technologies Ltd., | Data Scientist   Dec'18 – Nov'22

- Built predictive models such as Logistic Regression, Decision Trees, Random Forest and XG Boost for churn and sales leads, improving retention by 10% and lead quality by 13%.
- Developed deep learning models using TensorFlow and Keras for churn detection from longitudinal sales data, enabling proactive interventions.
- Applied clustering algorithms K-means and DBSCAN for customer segmentation, leading to a 10% increase in conversion rates and 12% improvement in targeting precision.
- Engineered end-to-end ML pipelines with PySpark and MLflow, reducing time-to-insight by 5% and improving cross-team collaboration.
- Designed a data quality monitoring system for marketing datasets (Hadoop/Hive), cutting errors by 30% and improving reporting accuracy.
- Delivered executive dashboards using Tableau on ROI, engagement, and pipeline velocity, informing strategic sales and marketing decisions.

Ajitek Tech Solutions Private Limited., | Data Scientist   Nov'17 – Nov'18

- Conducted A/B testing for personalized recommendations, increasing engagement by 6% and conversions by 10%.
- Applied ANOVA and T-tests to identify statistically significant sales drivers, shaping targeted marketing strategies.
- Built ML models for sales forecasting and budget optimization, improving prediction accuracy by 8%.
- Delivered Power BI dashboards for campaign insights, enabling real-time optimization.

Technical Proficiencies

Data Science Tools & Concepts:	SQL, Python, BigData, PySpark, Databricks, Deep Learning, Machine Learning, Supervised Machine Learning, Unsupervised Machine Learning, Clustering, PCA, Time Series Forecasting, Neural Networks, Advanced analytic models, Statistical Modelling
ML Algorithms:	Linear Regression, Logistic Regression, Decision Trees, Random Forest, Gradient Boosting, XG Boost, Naïve Bayes, Support Vector Machine (SVM), KNN, K-Means, DBSCAN, Hierarchical Clustering, LDA
Artificial Intelligence:	Transformers, LLMs, Natural Language Processing (NLP), Gen AI, Agentic AI, Prompt engineering, RAG, Mixture of Experts (MoE), BM25, Text preprocessing, PyTorch, TensorFlow
Libraries:	Pandas, NumPy, Matplotlib, scikit-learn, SciPy
Data Visualization:	Tableau, Qlik Sense, QlikView, Power BI, Python, R, MS Office.
Cloud:	Amazon AWS (EC2, S3, RDS, IAM, DynamoDB, Sage Maker), Microsoft Azure, Snowflake

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Education

University of North Texas, *Master of Science in Business Analytics*	May'24 | GPA: 3.8
JNTU Kakinada, *B. Tech in Mechanical Engineering*	May'18 | GPA: 3.6