Shriharsha Kumar Konda

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Summary

Data Analytics Professional with 9+ years of experience in data analytics, machine learning, and engineering across diverse domains such as mobile advertising, marketing campaign optimization, B2C pricing, customer analytics, and value modelling. Proficient in designing and implementing scalable data solutions using tools like Python, SQL, Spark, and R. Expertise in building machine learning models, clustering algorithms, data pipelines, and audience analytics for marketing platforms. Adept at collaborating with cross-functional teams and mentoring talent to deliver data-driven insights and drive business growth.

Experience

Company : Start.io
US based sell-side omnichannel advertising platform powered by real-time mobile audiences

Data Engineer (March 2021 – Present)
Bengaluru, India

- Built **JSON to SQL** translation module for MAIA - industry's first audience building platform built strictly on **NLP and AI**
- Developed a clustering algorithm using **spark** on OCI (Oracle Cloud) to identify user visits to Points of Interest (POIs).
- Built gender and age prediction models using app-description based **text embeddings** and **XGBoost**.
- Implemented a Retrieval-Augmented Generation (**RAG**) **LLM** to classify web pages into predefined taxonomies and audiences.
- Established **data pipelines** using Python and Jenkins to ingest third-party data.
- Worked with location data to build proximity-based audiences for top U.S. brands.
- Built CRUD applications like **Sample Generator** (for generating data samples) and **Revenue Reports Uploader** (used by Customer Success to track sales revenue by product) using **streamlit and flask**
- Designed data-driven **blog posts and social media strategies** to showcase the company's real-time mobile audience capabilities for marketing.
- Contributed to **hiring and building the India team** while fostering a collaborative and growth-oriented culture.

Company : EXL Service Private Limited
Client : UK based energy and home services company

Services SME and Value Modeller (October 2018 – February 2021)
London, United Kingdom
Customer Lifetime Value Model

- Built a model which estimates customer lifetime value by calculating discounted cash flow over next 5 years for various energy and services products.
- Used **log linked gamma distributed GLM** to model cost to serve, claims risk and **logistic regression** to predict churn and bad debt propensity – which collectively helped de-average cost on customer level

Text Analytics Tool

- Built a **R Shiny web application** to analyse customer verbatim by generating network graphs, most frequent n-grams, pair wise correlations, word clouds etc.
- Used **LDA** to classify the reviews into broad topics which helped understand customer pain points

Services SME

- Ownership of Bundles Proposition, a new entry level product with free trial leading to auto renewal – look at engagement, product survival, operational issues etc.
- Mentored a team of 5 offshore analysts in various home services related analysis like drive to online, engineer visit optimisation, customer retention, product performance etc.

Energy Pricing Analyst (October 2017 – September 2018)
London, United Kingdom
Forecasting Sales and Market Share

- Built a **linear regression** model to forecast regional sales, market share and average consumption for a product being priced.
- Helped generate a **value upside of £440k (H1 2018)** by optimizing the acquisition price of online only energy products exclusive to price comparison websites

Customer Retention Model

- Built a **logistic regression** model to predict customer propensity to churn at product renewal using customer demographics and **price elasticity -** obtained significant **cumulative lift ~82%**
- Implemented the model to pre-engage price sensitive customers with cheaper deals and realized **churn reduction of 3pp**

Marketing Effectiveness Analyst (October 2015 – September 2017)
Gurgaon, India

- Aided in **optimising inbound and outbound campaign** activities by defining and monitoring relevant KPI
- Deep dived into finances of the campaign with negative ROI and pointed out areas where **reduction in marketing spend** is necessary
- Carried out **impact assessment** and **market opportunity sizing** to identify best channel and customer cohort for various cross sell campaigns
- Analysed and monitored existing 3rd party tie-in **loyalty program** and helped business in decisioning new customer reward program with a selection of personalized offers

Skills

Programming Languages

`R` `Python` `SQL`

Tools Used

`Jenkins` `QGIS` `Docker` `AWS` `OCI` `Git` `RStudio` `Teradata` `PowerBI` `Apache Hadoop (Hive/Ambari)` `Towers Watson Radar`

Python Packages

`Pandas` `numpy` `scikit-learn` `langchain` `streamlit` `flask` `beautifulsoup` `boto3` `matplotlib` `seaborn`

Techniques

`Regression` `Classification` `Natural Language Processing`

Recognition

- Received 'Agility Award' from the Pricing Director of client organization for working with quick turnaround time required in hypercompetitive UK energy market
- Shining Star Award (Q1 2018) by EXL Services for setting up a long term onshore project and helping realize revenue targets

Certifications

- Coursera - Pricing Strategy from IE Business School
- Coursera - Cost and Economics in Pricing Strategy from University of Virginia and BCG

Education

Bachelor of Technology in Electronics and Communication from University of Allahabad, 2015