# AASHISH PARUVADA

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## SUMMARY

Data Scientist with experience in **B2B SaaS products**, including Fospha. Led data-driven initiatives leveraging Python, Machine learning, predictive modelling and LLMs to drive products, business strategy, and performance optimisation.

## EXPERIENCE

**SOUL AI,** Remote, IN - Freelance

**Data Scientist** (August 2024-Present)

- Designed automation and optimisation of **analysis workflows** using **Python**.
- Reduced processing time by **40%** and implemented **standardized data cleaning procedures** contributing to LLM accuracy.

**BLENHEIM CHALCOT,** Mumbai, IN

**Associate, Data Science** (June 2023 – July 2024)

- Optimised product performance and strategic decision-making using **Data Analysis and Modelling** for brands which increased the click-rate by **17%**.
- Managed customer technical onboarding, ensuring seamless integration and platform adoption across **5** businesses.
- Developed a hiring system using **Computer Vision and LLMs**, streamlining resume sorting and real-time automated question generation to enhance credibility of assessments across HR and IT, reducing efforts by **35%**.
- Prepared a **machine learning case study** on forgery detection, designing scalable deep learning solutions for **UK Passports and Driving Licences** to enhance processes in identity verification and fraud prevention.

**FOSPHA,** London, UK

**Data Scientist**

- Engineered a hands-free reporting system using **Python workflows, and LLMs** delivering executive summaries with KPIs like ROAS, CPP, and CAC, enabling data-driven decision-making for **55+** brands weekly across **Europe and United States**.
- Reduced efforts and time for the Customer Success team from 2–3 hours to **10** minutes by automating summary emails using **Python, SQL, LLMs and APIs**, improving efficiency by more than **80%** and streamlining communication.
- Boosted the standards of product quality by at least **30%** through unique **Quality Assessment** procedures and processes.

## EDUCATION

**2020-2024** **LOVELY PROFESSIONAL UNIVERSITY,** India
Bachelor of Technology | Major: Computer Science and Engineering - Data Science (ML and AI) CGPA: 8.60

## TECHNICAL SKILLS

**Languages and tools** – Python, PostGreSQL, Git, GitHub, BitBucket, Tableau, Fivetran, API Designing
**ML/DL** Libraries and Frameworks – numpy, pandas, plotly, scikit-learn, tensorflow, pytorch
**Cloud Services** – AWS (IAM, EC2, ELB, Lambda, Firecracker, RDS, DynamoDB, SES, Secrets, Cognito), Azure (Functions, VMs, SQLDB, Key Vault, Communication Services)
**Additional Tools/Skills** – JIRA, Asana, Confluence, Figma, Miro, uizard, PlanHat, HubSpot, BeeHiv, A/B Testing

## ACHIEVEMENTS

- Visited the **London headquarters** to discuss key **technical architecture** changes and to shape the future product roadmap.
- Successfully landed **3** products at Fospha, now live in **EMEA** and **American** markets.

## POSITIONS OF RESPONSIBILITY

- Led **15+ AWS** events in design and marketing as the **Head of Graphics** at AWS Cloud Club, increasing the engagement by at least **40%** compared to prior events.
- Strategized campaigns being the **Head of Marketing** at RTRA, which boosted audience reach by **23%** and earned a **Letter of Appreciation** from executive team for my impactful leadership.
- Successfully delivered **15+ AI/ML** sessions as a **Microsoft Learn Student Ambassador** and increased technical engagement**,** which influenced **2,000+ students.**

## CERTIFICATIONS

- Pendo Product Analytics Certified | March 2025
- Google Project Management Professional | Aug 2024
- Google AI Essentials | Oct 2024
- UpGrad Data Science (AI/ML) | June 2023
- Google Data Analytics | Jan 2023

## PROJECTS

- Reverse Image Search Engine: Developed a **content-based image retrieval** system, enabling searches via sample images instead of keywords. Facilitates related content discovery, image popularity tracking, and manipulation detection.
- Breast Cancer Identification: Analysed health attributes (e.g., Clump Thickness, Cell Size, Marginal Adhesion) to **predict breast cancer**. Evaluated multiple **ML models** to identify the most accurate approach.