Anant Tripathi

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EDUCATION

The University of Texas at Austin
Austin, Texas, USA
Post Graduate Program in Artificial Intelligence & Machine Learning
Feb. 2025 – Feb. 2026

Birla Institute of Technology and Science, Pilani
Pilani, Rajasthan, India
B.E. & M.Sc. (Integrated Program) in Electrical and Electronics
Aug. 2016 – May 2021

EXPERIENCE

Axtria – Ingenious Insights
Bengaluru, Karnataka, India
Project Leader — Data Scientist
August 2021 – Present

- **Trained and integrated a Generative AI model using Azure OpenAI**: Successfully trained and integrated Generative AI Models (LLM) into the product, delivering both text-based and visual insights derived from module outputs.
- **Led a team to secure major US healthcare brands**: Managed a team to deliver multiple product enhancements that secured major US healthcare brands as clients and drove product adoption.
- **Developed advanced algorithms for Marketing Mix Optimization**: Engineered custom algorithms for marketing mix optimization, including LODR curve gradients and optimization using COBYLA and SLSQP. Delivered 25+ projects and established these methods as primary optimization techniques within the SaaS product.
- **Built dynamic assets for marketing analytics**: Utilized linear regression, hierarchical modeling, segmentation, and early adopter prediction to enhance HCP targeting for newly launched drugs, improving both model accuracy and marketing precision.
- **Delivered and supported multiple marketing mix projects**: Delivered and supported 10 marketing mix projects simultaneously (typical load is 2–3), meeting enhancement requirements, optimizing resource use, and reducing execution time by 25% while cutting memory consumption by 63%.
- **Performed A/B testing for feature implementation**: Designed and executed A/B tests to validate feature implementations and enhancements, leading to improved product experience and business outcomes.
- **Provided comprehensive internal training**: Authored and delivered extensive training to 70+ employees, significantly improving team proficiency in Python, SQL, marketing mix modeling, and optimization strategies.
- **Migrated and optimized codebase from R to Python**: Independently migrated key assets from R to Python and optimized a 6000+ line codebase, improving performance, maintainability, and scalability.
- **Created a custom greedy algorithm for enhanced stability**: Designed a custom greedy algorithm that improved asset stability and reduced execution time by 72%, contributing to overall system efficiency.

CORE COMPETENCIES

- Data Science • Data Analysis • Statistics • Machine Learning • Artificial Intelligence • Data Mining • Regression Modeling • Predictive Analytics • Data Visualization • Data Structures & Algorithms • Data Modelling • Data Processing • Business Analysis • Team Management & Leadership • Training and Development • Gen AI • Agile Project Management • LLM • Product Management • Version Control • Marketing Mix Modeling • Optimization • Prompt Engineering

TECH SKILLS

- Python • R Programming • SQL • Power BI • Databricks • AWS • KNIME • GCP • Snowflake • GitHub • Bitbucket • JIRA • Gen AI tools • TensorFlow • PyTorch • Keras • SciPy • XGBoost • Scikit-Learn • NLTK • NumPy • Pandas • Seaborn • JupyterHub

AWARDS & CERTIFICATIONS

- **Right Brigade Award**: Received the Right Brigade Award for exemplary display of the "RIGHT" values, abbreviated for Responsiveness, Integrity, Get going, Humble, and Team Player.
- **Bravo Award**: Received the Bravo Award for delivering high-quality work and exemplary performance, along with strong client appreciation.
- **Deeplearning.ai Certifications**: Completed several deeplearning.ai courses on machine learning, deep learning, and statistics.