Anirudh Devella

Data Scientist

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SUMMARY

Data scientist with about two and a half years across product and go-to-market analytics, after three and a half years as a software engineer. Pooled Bayesian forecasting, scoring and benchmarking systems in Python and SQL, shipped end to end from warehouse query through delivery. M.S. Data Science, University at Buffalo.

SKILLS

Engineering	Python, SQL, REST APIs, ETL pipelines, Git
AI & ML	LLM evaluation, applied GenAI, hierarchical Bayesian (PyMC), LightGBM, nowcasting
Infra & Data	ClickHouse, BigQuery, Tableau, Excel, GPU compute

EXPERIENCE

Bluelight Technologies, Data Scientist (8-month engagement) Jan 2026 – Sep 2026

- Replaced nine per-account forecasters with one pooled Bayesian model, cutting the previous hand-tuned model's revenue error from ~10-13% to 8.3% WAPE, adopted by leadership for budget and capacity planning
- Met routinely with enterprise customers, processing $14M+ in invoices into benchmarking that informed training, raises, and bonuses
- Delivered an automated podcast for customer accounts, from warehouse queries to synthesized audio

Brandlete, Product & Growth Analyst Aug 2025 – Jan 2026

- Launched an AI Coach feature for 10,000+ athletes, built end to end from data model through personalization
- Designed and maintained the application database schemas as new product surfaces shipped, contributing front-end development and release testing on a small product team

CoverRight, Data Science Consultant (Contract) Feb 2025 – Jul 2025

- Reconciled direct mail performance across roughly 150,000 leads and 1.6M rows of historical event data, scoring branded against non-branded packages by state, urbanicity and age band to show which package won where
- Built UTM-level channel cost reporting across paid search, deriving cost per lead, per follow-up and per sales-qualified lead to direct spend

Brandlete, Data Scientist Sep 2024 – Jan 2025

- Shipped a scoring engine covering 27 sport programs, designing the data structures and pipeline with engineering
- Modeled NCAA-aligned athlete payout distribution under a $2.8B compensation framework, weighting position against a proprietary athlete ranking built for it (SQL, Python, Excel)

Brandlete, Data Analyst & Product Intern May 2024 – Aug 2024

- Automated athlete data collection with web scraping in place of a manual process, organised the datasets with k-means and k-NN, then wrote the first academic and sport-specific scoring formulas the engine was built on

Tech Mahindra, Software Engineer Dec 2019 – Apr 2023

- Resolved and escalated payment gateway tickets for Mastercard on a Pega L1 support team, tracking work in Remedy and verifying changes in production, holding 2 Pega architect certifications earned for the account
- Developed application stories on a healthcare account (Genentech) in Jira across 2 sub-projects
- Allocated roughly 250 resources during a project merger in the project management office on the British Telecommunications account, onboarding them through compliance and background verification into project assignment and budget allocation in SAP

EDUCATION

University at Buffalo, M.S. Data Science 2023 – 2025

BVRIT College, B.Tech Information Technology 2015 – 2019