

# SHREYAS A KATTI

Bangalore, Karnataka, India

📞 9110484895 ✉ [shreyas95k@gmail.com](mailto:shreyas95k@gmail.com)  [LinkedIn](#)  [GitHub](#)

## Professional Summary

---

Data Analyst with 2+ years of experience, starting as an **AI Engineer at SuperU.ai**, where I built **scalable Voice AI systems** using STT-LLM-TTS pipelines, real-time processing, and parallelized data workflows. Currently at **Lulu Group International**, driving **large-scale campaign automation, customer analytics, and revenue optimization** across multi-region retail operations. Skilled in **PySpark, SQL, and data visualization**, with expertise in building end-to-end data pipelines and decision systems. Proven ability to translate **complex business problems into scalable, high-impact solutions** that improve customer engagement, retention, and operational efficiency.

## Technical Skills

---

**Languages:** Python (PySpark, Pandas, Numpy, Scikit-Learn, Matplotlib, Seaborn) , SQL, C

**Developer Tools:** Databricks, MS Excel, Power BI, Pinecone, QDrant, Github, HuggingFace, Matlab

**Skills:** Data Science, Data Analytics, Generative AI, VectorDBs, NLP, AI/ML, STT, TTS, Computer Vision

## Experience

---

### Lulu Group International

April 2025 – Present

*Data Analyst*

*Bangalore India*

- Engineered a fully automated campaign intelligence platform using **PySpark** that plans, executes, and analyzes **200+ campaigns**, significantly improving operational efficiency.
- Led high-impact Mastercard partnership campaigns, leveraging customer segmentation to drive increased **card adoption and category sales**.
- Designed and deployed a gamified customer engagement framework “Challenges”, increasing retention from **74% to 80%** and delivering a **5.2× ROI**.
- Led Ramadan campaign strategy for UAE and Kuwait, driving **6% YoY sales growth** with **86% customer uplift vs. last year**.
- Proposed and developed dynamic flyer generation enabling personalized creatives based on target cohorts, improving marketing personalization at scale.

### SuperU.ai

April 2024 – April 2025

*AI/ML Engineer*

*Bangalore India*

- Designed a scalable **STT → LLM → TTS agentic voice system** capable of executing 300K+ outbound calls, handling dynamic conversations and performing actions like **calendar bookings, reservations, and payments**.
- Fine-tuned OpenAI Whisper models** for regional languages and restaurant menu vocabulary to achieve highly accurate speech-to-text transcription for retail sales environments.
- Built an **AI-driven sales intelligence engine** detecting **up-sell and cross-sell opportunities** in conversations and scoring salesperson SOP compliance, increasing Chaayos revenue by **4.7% monthly**.

## Projects & Extracurricular

---

### ProClaim

- Published in **IEEE Conference: 20th INDICON 2023 Hyderabad India**. [Click Here to View Publication](#).
- Vehicle damage detection using machine learning and image segmentation to aid insurance claims.
- A perfectly tailored pipeline achieving a testing **accuracy of 92%**.
- The pipeline consists of 6 models - 4 CNNs + 1 Object Detection Layer + 1 Segmentation Layer.

### Contextual Agentic Advertising

- A solution to strategically place contextual advertisements alongside chatbot conversations with **<1 second** latency.
- Understands the users **purchase intent** and user **product requirements** and suggests best fit product.

### Tabla

- Completed my senior diploma in Hindustani Tabla. Participated in multiple stage performances.

## Education

---

### PES University

August 2020 – August 2024

*B.Tech in Electronics and Communication Engineering. CGPA: 8.43*

*Bangalore, India*