






# GUNJIT BEDI

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## OBJECTIVE

*Looking for good opportunities in data analytics through machine learning and predictive modeling domain where I can utilize my knowledge to contribute in the projects and lead my team in delivering high value solutions.*



## EXPERIENCE

**SR. BUSINESS ANALYST (Tech. Lead) | Evalueserve**  
**Gurgaon, India.**  
FEB-2017 – PRESENT

**Responsibility** – Managing the team and coordinating with various stake holders involved in the project, I am also responsible for overall project execution which comprises of Data Analysis, Modelling, Key insight generation and reporting.

**Client** – Leading Payment Card Brand.

- Proficient in writing scripts for Data Analysis and Management in Python, SAS and SPSS.
- Single point of contact for all the scripting related requirements for the client.
- Hands on experience on various machine learning algorithms - Random Forest, XGBOOST, SVM, Naïve Bayes, Linear/Logistic Regression, Neural Networks in Python.
- Worked on an NLP project in Python to identify themes in a customer feedback dataset. To achieve this, I have been using various classification-based algorithms such as Neural networks, XGBOOST, SVM, Naive Bayes, etc.
- Developed a model using random forest/Decision Tree algorithm in Python to Link Various Brand's Attributes to its Preference by using the data of a Market research study on the leading payment brands in Europe. This model helped in proving that the Brand's Preference is highly linked to its perceived image in the market. Also, helped the client in identifying the image it needs to focus on to increase its preference in the market.
- Performed end-to-end activities like data validation, harmonization and deriving variable as per client specification for different analysis. Handling multiple country data in SAS and done scripting for deriving variables and calculations for creating output for different KPIs and data analysis by using PROC SQL.
- Created SAS Macros to restructure survey data of client to use in Tableau Dashboards.
- Performing Data Validation/Cleaning through SAS script.
- Generated insights on consumer perception and their association of emotional, rational attributes for different payment brands. Also creating an order of importance among these rational and emotional attributes.

## ACHIEVEMENTS

- Part of the team that went to Brussels, Belgium on a client visit to discuss the current business plans and prospects.
- Leading the Team of 5 from different domains such as Python, SAS, Tableau, PowerBI, SPSS and Excel VBA.
- Lead my Team to win the *Team of the Quarter* Award – Q2'2018.

## **Asst. TEAM LEAD | Annik Technologies (a Capgemini company)** **Gurgaon, India.**

AUG 2013 – FEB 2017

- Responsible in handling team of 5 to deliver specific client deliverables.
- Assisting sub ordinates in their Python/SPSS based scripting issues.
- Performing Data Validation/Cleaning through SPSS script.
- Build a Web crawler in python to extract data from multiple websites.
- Creating quality report by performing checks on data tables.
- Writing SPSS based scripts to generate data tables as per client's specifications.
- Working in a close one to one relation with clients to understand their needs.
- Developing macros to reduce redundancy in day to day analysis work.
- Monitoring and Mentoring freshers.

## ACHIEVEMENTS

- Got numerous Star Performer of the month awards.
- Microsoft PowerBi Certification.

## **Analytics Executive | IMRB International, Pune India**

JULY 2011 – AUG 2013

- Generating highly sophisticated data reports as per the raw data provided by off shore clients.
- Writing Quantum/Dimension based scripts as per client's specifications.
- Designing databases/program code to gather information and develop standard reports.
- Developing data analysis metrics to assist clients in understanding the trends and anomalies of their business by understanding the key performance indicators.
- Researching and benchmarking key statistics to aid clients in the comprehension of their data profiles.



## SOFTWARE

- Python
- SPSS
- PowerBi
- SAS
- Excel VBA



## ACCOMPLISHMENT

- Python Programming – DataCamp.
- Natural language Processing – DataCamp
- Deep Learning in Python – DataCamp
- Microsoft PowerBI Certified.



## SKILLS

- Team Management
- Problem Solving
- Solution Oriented
- Project Handling
- Active Learning
- Proactive Thinking



## EDUCATION

**Bachelor of Technology, Computer science | BHARTI VIDYAPEETH DEEMED  
UNIVERSITY COLLEGE OF ENGINEERING, PUNE**  
2007-07 - 2011-08



## INTERESTS

- Travelling - I love to travel and, in the past, have visited Europe, Thailand and Bhutan.
- Manchester United - A long term and avid supporter of the football club.