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| Aakash Dhondiyal Assistant Manager – BA Continuum India Pvt. Ltd. | | | | | [aakashdhaundiyal@gmail.com](mailto:aakashdhaundiyal@gmail.com) | | | |  |
| +91-9582785371 | | | |  |
|  | | | | | Delhi, India | | | |  |
| **------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------**Seasoned Analytics professional with over half a decade of extensive experience in diverse industries including ITES, ecommerce and banking. Responsible for building analytics capabilities within strategic marketing, digital, customer analytics, risk and compliance. Designed and implemented multiple statistical and machine learning capabilities helping institutions like HCL Technologies, Snapdeal.com and Bank of America, therein contributing to the field of innovation and strategy.  **--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------** | | | | | | | | | |
| WORK EXPERIENCE | | | |  |  | - | customer journey/ conversion funnel/ promotion effectiveness Improved sales by 200% (~65lacs/day) using experimental design | | |
|  | Assistant Manager – Data Science  Innovation & Machine Learning | | |  |  | Senior Executive – Corporate Strategic Marketing | | | |
|  | Global Risk & Compliance, BA Continuum India Pvt. Ltd. | | |  |  | HCL Technologies | | | |
|  | Gurgaon, India | | |  |  | Noida, India | | | |
|  | 08/2017 – Present | | |  |  | 06/2014 – 08/2015 | | | |
|  | Key responsibilities handled for Bank’s OPEX: | | |  |  | Key Projects: | | | |
|  | Reviewing processes and identifying problem area | | |  |  | Delta Value Proposition Model | | | |
|  | Designing solution framework (end to end execution plans), POCs and tools procurement | | |  |  | Feedback mechanism to understand the gaps between competitor offerings and our value proposition in commoditized industry  Score micro-vertical/propositions (like SIAM, BServ etc.) using data of different types from multiple platform | | | |
|  | Bridge/narrow gaps in E2E process implementation | | |  |  |
|  | Re-design/automated mid-size (less than150 FTE) processes to strengthening execution and seamless integration of processes | | |  |  | ADM - Market Contract at Renewal  Created a logistic model to compute likelihood of winning and validated with empirical formulated Bid2Win probabilities | | | |
|  | Defining risk framework, BCP and continuous monitoring methods | | |  |  |
|  | Key strategic implementations for business transformation: | | |  |  | C-Suit & ROI Dashboard | | | |
|  | - | Transformation of Enterprise Independent Testing | |  |  | Digital web performance dashboard | Deal mix report on RTB/CTB | Funnel moments | web content and brand measures | | | |
|  |  | About EIT a 6k+ employee, aims to test 450+ federal law rules and regulation managed in-efficiently with a user interface (repo) having over 25k+ tests, 4k+ disparate information channels/sources/ legacy application with both structured/unstructured data and manual execution method containing numerous data wrangling processes using 3rd/4th/5th generation technologies | |  |  | Ideations and Improvements: | | | |
| - | Revenue forecasting and budgeting using time series analysis | | |
| - | Social Media Analytics and sentiment analysis using radian7 | | |
| - | Web content scoring model | | |
| - | Attribution modeling on market channels | | |
| SKILLS AND STRENGHTS  LDA  Random Forest  SFTP  Team Handling  Dirichlet  Decision Tree  Optical Character Recognition  MS Office  Vision  Bash Script  Surveillance  Trade  Home Loan  Unsupervised  Wrangling  ML  Bayesian  R  Procurement  OCR  Tableau  Trifacta  Uni-platform  HADOOP  HIVE  SSIS  UI/UX  Agile  Six-sigma Black belt  Underwriter  Teradata  Machine factorization  Logical Item Set Mining  Efficiency  Customer Analytics  Collaborative filtering  High Level Design  Apriori  Natural Language Processing  Integration  Recipes  Job Scheduler  Automation  SQL  Databases  Problem area  Process Review  Linear regression  Change the business  TTB  Business Transformation  Operational excellence  Responsible growth  Correlated topic model | | | | |
|  | - | TAAS (Testing As A Service) | |  |  | | | | |
|  |  | Introduced consulting service for Front Line Unit (First Line of Defense) within EIT (Second line of defense)  Delivered financial center performance forecasting using intermittent analysis  Delivered signature identification using SVM and Neural Network (multilayer perceptrons) | |  |  | | | | |
|  | - | Micro-Innovations (Innovative Machine learning projects) | |  |  | | | | |
|  |  | **-** | Unstructured to structured data conversion methods and ordering algorithm with stemming, lemmatization bag of words approach |  |  | | | | |
|  |  | **-** | Control environment for FOSS applications (python) |  |  | | | | |
|  |  | **-** | Encryption/ decryption of customer information |  |  | | | | |
|  |  | **-** | Fast risk alignment using topic modeling (NLP) |  |  | | | | |
|  |  | **-** | Network graph model on Federal law, rules & regulations |  |  | | | | |
|  |  | **-** | Markov chain transition matrix to identify two stages of risk in associate fraudulence and scenario identification |  | EDUCATION | | | | |
|  | | | | |
|  |  | **-** | Document clustering based on OCR, Image processing, templates matching etc. |  |
|  | | | | |
|  | Business Analyst – Data Sciences | | |  |  | | | | |
|  | Snapdeal.com | | |  |  | Indian Statistical Institute (ISI) – Kolkata/Assam | | | |
|  | Gurgaon, India | | |  |  | Post Graduate Diploma in Statistical Method and Application | | | |
|  | 08/2015 – 08/2017 | | |  |  | 2011 – 2012 (including Research Thesis) | | | |
|  | Key Projects: | | |  |  | University of Delhi | | | |
|  |  | Personalization & customer retention | |  |  | B.Sc. Applied Physical Sciences (Mathematical Computing) | | | |
|  |  | - | Improved Recommendation System to fit every customer |  |  | 2008 – 2011 | | | |
|  |  | - | Improved customer retention by 8% in less than 3 months |  | Awards and recognitions | | | | |
|  |  | - | Simplified customer profiling (8+ latent variables/ define customer profile for personalization) |  | 2012 Indian Statistical Institute & NSSO, Awarded for the research work on amphibian population growth pattern & density estimation by **former finance minister Shri. Pranab Mukherjee** | | | | |
|  |  | Supply Chain Management efficiency | |  | Language | | | | |
|  |  | - | Improved product pricing, logistic costing and reduce burn |  |
|  |  | - | Improved “Expected goods to be purchased” model |  | ENGLISH | | |  | |
|  |  | C-Suit Dashboards & Growth hacking | |  | HINDI | | |  | |
|  |  | - | Summarizing cross-selling/up-selling/retention cohorts/ |  |  | | | | |