Abhishek Shukla

Data Science Consultant | CPG & Retail Domain Expert | Python | Azure | PySpark | SQL | GenAI

B.Tech – Indian Institute of Technology (IIT) Roorkee

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Data Science Consultant with 5 years of experience delivering data-driven solutions in CPG and Retail. Skilled in building scalable machine learning models, automating big data pipelines, and extracting actionable insights from complex datasets. Proven expertise in pricing promotion analytics, market mix modeling (MMM), and effective stakeholder engagement. Deep understanding of AI/ML and statistical concepts, with a strong mathematical foundation and practical application skills. Passionate about the latest advancements in LLMs and GenAI, and excited to contribute to innovative projects in the field.

Experience

Fractal Analytics
Data Science Consultant

Bengaluru, India
September 2020 – Present

- Developed a Bayesian OLS regression model analyzing over 350 products across 24 retailers, leveraging 5 years of time-series data and 40+ features. Quantified relationships between sales performance and key drivers (base sales, price elasticity, promotional lift, distribution) with over 70% R^2 and MAPE <5% for top-selling products.

- Feature Engineered custom variables such as media promotion and household penetration metrics from raw data, increasing overall model accuracy by 2-3% through advanced feature creation and selection.

- Led key Retail Analytics projects for clients in the US/Canada, European, and Australian markets. Delivered 60+ reports and dashboards using Power BI, Excel, and React.

- Currently leading the Demand and Forecasting vertical as the sole point of contact and subject matter expert. Conducts weekly client calls to discuss developments and resolve issues, while managing a cross-functional team of analysts, data engineers, and software engineers.

- Managed team operations as second-in-command to the project manager, including daily scrum calls, task assignment, and leading client calls in the PM's absence.

- Led data preparation and integration for e-commerce retailers including Amazon, transitioning data pipeline from traditional brick-and-mortar-only sources to include online retail channels

- Consistently recognized for strong work ethic and responsibility. Maintained an average quarterly Employee Performance Review (EPR) score above 23/25. Remained fully billable throughout tenure, with all projects achieving a client Net Promoter Score (NPS) of 10/10.

Skills and Certifications

Technical Skills

- **Programming ML Libraries:** Python, PySpark, SQL, Visual Basic (VBA) , Pandas, Numpy, scikit-learn
- **Data Science & Analytics:** Marketing media modelling, Timeseries modelling, Retail pricing and promo modelling
- **GenAI & LLMs:** RAG, MCP, Agentic, Prompt Engineering, Fine tuning, Neural Network, Transformers, CNN/RNN, LSTM
- **Tools & Platforms:** Excel, Power BI, Databricks, Azure DevOps, Git, SSMS, Figma, Postman
- **Cloud & Data Engineering:** Azure, DataFactory, CI/CD Pipelines, Docker and Kubernetes

Soft Skills

- Client Management, Data storytelling, Problem Solving, Discipline and Consistent

Certifications:

- PG-Diploma in Data Science – IIIT-Bangalore
- Microsoft Certified: PL-300 Data Analyst Associate
- Microsoft Certified: DP-900 Azure Data Fundamentals

- NSE NCFM Certified – Investment Analysis & Portfolio Management
- Fractal Certified: SQL Developer | PySpark Developer Associate | Decision Scientist

Projects and Publication

- PDF to Podcast (Fractal Internal Project – Inspired by Google NotebookLM) - Engineered a solution to extract text from PDFs using PyPDF, Generate conversational scripts using Gemini 2.5 flash, and convert text to natural speech with Edge TTS.
- Developed agentic Text-to-SQL system using LangGraph for large-scale CPG datasets in SQLite, enabling autonomous natural language to SQL query conversion for business users.
- ChessGPT Web App - Developed a Streamlit-based web app integrating open-source Llama via Hugging Face. Vectorized and tokenized multiple chess books for RAG (Retrieval-Augmented Generation) implementation.
- YouTube Parser - Built a Python-based scraper using Selenium and BeautifulSoup to extract Youtube metadata, including titles, descriptions, and tags.
- Dockerized Time Series Model - Containerized an XGBoost-based time series model to predict hourly energy consumption, enabling scalable deployment.
- Personal Website Blackjack App - Developed and maintain a personal website (abhishekshuklaiitr.site) and a Casino Blackjack app on the Google Play Store.

Education

- **Indian Institute of Technology, Roorkee**   **Roorkee, Uttrakhand, India**
  B.Tech. Metallurgical and Materials Engineering   *July 2016 – June 2020*

Note: Resume tailored for Data Scientist, AI Engineer, Consultant, and Product Manager roles.