

AJAY NEHRA

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Data scientist with 9+ years of experience in design, development and deployment of data-driven solutions across industries and geographies. Highly skilled in Python, R, SQL, and cloud technologies. Excellent problem-solving abilities

EDUCATION

B.Tech in Civil Engineering
IIT Kanpur
📅 Jul 2010 - May 2014
CGPA: 7.1

SKILLS

Programming Languages: Python, R, SQL, C
Cloud Technologies: Azure, Databricks
Data Visualization: Tableau, R Shiny, Power BI
MLOps & Version Control: Kedro, Git, Docker

WORK EXPERIENCE

Specialist - Data Sciences
McKinsey & Company

📅 Nov 2019 - Present

- Engineered a data science pipeline by integrating a linear mixed-effects model (LMM) to optimize car sales incentives, leading to a 7% increase in sales volume while adhering to budget constraints and business rules
- Developed and Delivered end-to-end solutions for revenue growth management and promotion planning for CPG clients, achieving a 10-12% increase in profitability through econometric modeling and machine learning
- Led cross-functional team collaborations to implement and operationalise data science pipelines, enhancing model deployment efficiency and reducing processing time by 40%

Machine Learning Engineer
IND-Money

📅 May 2019 - Oct 2019

- Developed ETL pipelines to automate third-party vendor data ingestion into IND-Money app, resulting in a 30% reduction in processing latency.

Senior Consultant - Data Sciences
EY (Ernst & Young)

📅 Oct 2017 - May 2019

- Developed time-variant Expected Credit Loss (ECL) models under IFRS 9, building Probability of Default (PD) and Loss Given Default (LGD) models to ensure accurate risk forecasting across loan term, aligning with regulatory requirements for major Gulf financial institutions.
- Automated ECL calculation pipelines, reducing manual effort by 60% and improving reporting accuracy, enabling timely compliance with IFRS 9.
- Embedded governance workflows for regulatory audits and scenario analysis, establishing a robust, transparent compliance framework that reduced regulatory review time by 30%.

Data Scientist
MasterCard Advisors

📅 Jan 2016 - Jun 2017

- Developed data-driven customer acquisition strategies, leveraging decision tree to drive targeted upsells and card upgrades based on customer profiling, resulting in a 10% increase in customer engagement
- Performed advanced clustering analysis on billions of transaction records to profile customer segments by spending behavior (e.g., overseas, travel, accommodation), leveraging Spark and Hadoop to address large-scale data challenges
- Applied these profiles to optimize acquisition strategies, achieving a 30% reduction in customer acquisition costs through targeted outreach to high-value segments

Business Analyst
Fractal Analytics

📅 Jul 2014 - Dec 2015

- Conducted marketing mix modeling using Log-Linear models to optimize client marketing investments, achieving a 10% increase in ROI.
- Developed a R Shiny visualization tool to help CPG clients analyze growth drivers, enabling faster decision-making