ANIRUDH MITTAL

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Carlson School of Management
Master of Science in Business Analytics June 2020

MANIPAL INSTITUTE OF TECHNOLOGY, Manipal, India
Bachelor of Technology in Mechatronics June 2016

SKILLS

Tools: SQL, SAS, R, Python, Tableau, PowerBI, Excel VBA, Spark, AWS, GCP, Provenir, Connect+

Techniques: Predictive Modeling, Exploratory Analysis, Statistical Analysis, Time Series Forecasting, A/B testing, Data Visualization, Big Data, Deployment Testing, Scrum & Agile methodologies, Credit Risk Modeling, Data Validation

EXPERIENCE

Data Analyst – Student Consultant, CARLSON ANALYTICS LAB, Minneapolis, MN June 2019 – May 2020

Client: Company in Hospitality Industry – Causal Inference in Marketing (SQL, R, Tableau)

- Causal Analysis to show change in onsite headcount, due to customer presence on newly launched mobile app
- Analyzed 18 years of data to provide insights on past marketing campaigns using SQL and R.
- Provided an A/B testing framework to access impact of various marketing coupons.
- Created dashboard using Tableau aimed at detecting and visualizing KPIs for business strategy development.

Case Client: Company in Entertainment Industry – Root Cause Analysis (SQL, R, Tableau) **[Competition Winner]**

- Combined clustering and association rules algorithms to provide customer level recommendations on when and how to target dormant customers. Also created a workflow to analyze success rate of each offered coupon
- Developed a data-driven strategy to improve customer headcount by 11%, through better understanding customer churn cycle and defining customer dormancy thresholds using R and Tableau

Case Client: Mall of America (MOA) Minneapolis – Visualization Dashboard (SQL, Python, Tableau) **[Competition Winner]**

- Determined statistical trends in call frequency combined with exploratory data analysis of 40k+ call log data on Python
- Created a visualization dashboard on Tableau showcasing slices of data through heat maps; assisted MOA to utilize call log data in day-to-day operations by observing changes in KPI's

Assistant Manager – Future State Data Architecture, HSBC INDIA, Bangalore, India Mar 2018 - May 2019

Process Optimization and Credit Risk Analytics – (SAS, SQL, Provenir, Connect+, Jira, Confluence, MS Visio)

- Collaborated with vendors to deploy a tool in the future state architecture of HSBC, revamping loan decisioning workflow
- Created and maintained dashboards to track and analyze KPI's of the Credit decisioning process
- Led a cross-functional team in coding and testing over 250 new variables to be used in decision making for new loans and credit card offerings; Completed project before time, saving 25% of the resources

Credit Risk Analyst - Information Management Risk, HSBC INDIA, Bangalore, India Feb 2016 - May 2018

Data validation and Customer Insight Generation – (SAS, SQL, Excel VBA, MS PowerPoint)

- Analyzed over 15 years of data of all credit products on SAS and SQL aimed at anomaly detection on historically transmitted bureau data; led to the discovery of 12 major errors across reporting systems; increased accuracy of data by over 20%
- Discovered trends in customer complains and conducted workshops in Dubai for heads of retail banking to acknowledge the bottlenecks in the change management process. Subsequent actions reduced turnaround time by 33%
- Created an automated solution for tracking customer complaints, using Excel VBA, integrated live visualization dashboard to showcase updates to the stakeholders of HSBC MENA; tool deployed in 4 MENA countries

DATA ANALYTICS PROJECTS

Causal Inference using R: Designed a research study to understand the impact of Uber entry on the accident rate for the UK market. Calculated the impact by combining Matching and Difference in Difference techniques

Dashboarding using Tableau: Created a dashboard for a client to track KPI with live data on multiple time and product slices. Integrated capabilities to create new KPI's as per each department's objectives.

Predictive Modeling using Python and R: Presented white paper showcasing dependency of individual exam scores on the admission processes using a linear regression model

Social Media Analytics on GCP: Demonstrated democratizing of big data analysis through serverless cloud computing by collecting and analyzing Twitter data on Google Cloud Platform

Insight Analytics using R and Excel: Identified common trends between stock prices of construction industry and commodity market using XGBoost and Random Forest models.