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| **APURVA PRIYADARSHI** | Phone : +91-8826395615 |
| [priyadarshi.apurv@gmail.com](mailto:priyadarshi.apurv@gmail.com) |

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| **ACADEMIC PROFILE** | | | |
| 2014 | B.Tech., Chemical Engineering | IIT Kanpur | 8.7/10 |
| 2010 | Class XII | Greenland Public School, Ranchi | 86.8% |
| 2008 | Class X | Vidya Vihar Residential School, Purnea | 94.2% |

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| **PROFESSIONAL EXPERIENCE** | | | |
| **EXL SERVICE, Gurugram** | | **Senior Consultant, Decision Analytics** | **Jul’14 to present** |
| * **Early Engagement Communication Revamp for new credit card customers** | | | |
| * Upgraded the email communication strategy for new customers to increase **digital and financial engagement** * Carried out product level **segmentations** on the past email data for digital and financial response using customer acquisition , credit behavior, past campaign response and timing of email predictors * Identified pockets in different customer lifecycle stages for maximum impact using **A/B testing** methodology | | | |
| * **Digital Acquisition Wallet Models for Real-time Online Offer Optimization for a credit card issuer** | | | |
| * Integrated Machine learning algorithms to marketing models for display ad optimization on issuer websites * Real time wallet size, revolve behavior and conversion prediction for better targeting of online card prospects using clickstream, interest based , zip-aggregated bureau and multi-sourced data sources * Implemented ensemble classifiers like **Random Forest** and **GBM** along with techniques like Logistic Regression for real time offer optimization, **improving model performance** **(KS) by up to 40%** * **Model Impact**: Increase in **Acquisitions** by **13%** and increase in **Net Present Value** by **18%** | | | |
| * **Automation and Upgrade of Loan Loss Reserves Assessment** * Led a team of 3 analysts to streamline and build robust control structures around LLR and Loss Forecasting * Recalibrated loss curve used to determine LLR for forbearance inventory, resulting in extra **$50MM to P&L** * Upgraded multiple excel-based financial models to facilitate LLR calculations, reducing process runtime | | | |
| **Highlights** | * **Promoted to Senior Consultant in Aug’16 and Consultant-II in Sep’15** * Part of **Capability Development** and **Employee Engagement** Initiatives * **Star Performer Award (3Q’15)** and **Rising Star Award (4Q’14)** | | |

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| **INTERNSHIP** | | |
| **EUREKA FORBES LTD., Dehradun** | **Research & Development** | **May’13 to Jul’13** |
| * **Qualitative and Quantitative Rubber Testing Protocols** | | |
| * Designed and implemented three tier control procedures to negotiate pricing and quality of rubber * Documented in-house technical paper to facilitate implementation which included procedures and standards * **Incorporate intensity attenuation factors to improvise disinfection** * Ensured disinfection efficacy at auto-off point in cases of scaling with no cost increment | | |

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| **TECHNICAL SKILLS** | |
| **Certifications** | R programming (John Hopkins University, Coursera)  Data Scientist Toolbox (John Hopkins University, Coursera)  Customer Analytics (Wharton Online, Coursera)  Fundamentals of Quantitative Modeling (University of Pennsylvania, Coursera) |
| **Languages and Software** | SAS, R, Revolution R, Hive, Hadoop, MATLAB, Excel, Word, Powerpoint, UNIX |

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| **ACADEMIC ACHIEVEMENTS** |
| * Bagged Academic Achievement Award, IIT Kanpur for outstanding academic performance * All India Rank 1308 in IIT-JEE’10 (99.72 percentile) * Received Hindustan Pratibha Samman Award 2010 for outstanding academic performance * Qualified National Talent Search Examination (NTSE’08) [Stage-II] conducted by NCERT |

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| **EXTRA-CURRICULAR ACTIVITIES** |
| **Technical Head, Efficycle [SAE IITK] Jan’12 - Dec’12**   * Modeled, designed and fabricated a human scale three-wheeler energy-efficient human-electric car * Got selected in top 60 out of 250 teams at the virtual round held at UIET, Chandigarh |
| **Trekking**   * Active trekking enthusiast, trekked in Himachal, Uttarakhand and West Bengal * Participated in trail cleanliness and sustainable development drives in the remote villages of Himalayas |