

BARNANA GANGULY

Austin, Texas 78751 • barnana19945@gmail.com • (737) 326-5981
www.linkedin.com/in/barnanaganguly • <https://github.com/BarnanaGanguly>

EDUCATION

The University of Texas at Austin

May 2024

Master of Science, Business Analytics

- Courses include Advanced Machine Learning, Deep Learning, Analytics for Unstructured Data, Time Series, Optimization and Programming

Indira Gandhi Institute of Development Research

May 2017

Master of Science, Economics

- Courses include Applied Econometrics, Financial Econometrics, Time Series and Macroeconomics

Presidency University

June 2015

Bachelor of Science, Economics

- Courses include Econometrics, Mathematics, Statistics, Computer Application, Microeconomics and Macroeconomics

EXPERIENCE

Uber – Senior Regional Analytics Manager, Uber Eats APAC, Gurgaon, India

November 2022 - June 2023

- Implemented a data-driven approach utilizing Survival Analysis (Accelerated Failure Time models) to identify High-Quality Delivery Partners (DPs) and predict probability of churn in a customized timeframe, which subsequently delivered a 58% increase in incremental supply hours through targeted and proactive incentives

American Express – Assistant Manager, Global Loyalty Analytics, Gurgaon, India

January 2020 - July 2022

- Developed an innovative trigger model targeting reward points hoarders in 10+ international markets (utilizing XGBoost and k-fold cross-validation) and deployed tailored marketing campaigns resulting in a 3.5x higher activation rate for hoarders and capturing 94% of hoarder redemptions in Test data
- Performed investment optimization campaign post COVID-19, employing uplift modeling and multi-class XGBoost to reallocate the \$17M marketing budget, resulting in a 67% higher conversion rate for High Impact customers
- Executed the Apple and Dell Gift Card Campaign 2021, driving a ~375% lift in face value sales for tech merchants, leading to negotiation of a revised cost split (90-10 in favor of Amex) for future campaigns and an estimated ~30% increase in American Express' return on investment (ROI)

HDFC Bank – Manager, Credit Analytics and Innovation, Mumbai, India

March 2019 - January 2020

- Developed an anomaly detection system for credit card fraud, utilizing multiple supervised training algorithms (K Nearest Neighbors, Random Forest, Isolation Forest, and XGBoost) to identify fraudulent transactions across different use cases with a maximum accuracy of 89%

Pricewaterhouse Coopers (PwC) US – Associate, Consulting, Mumbai, India

July 2017 - November 2018

- Developed and implemented a commercial analytics strategy for a global pharmaceutical client using R and Tableau, leading to a \$160M revenue increase in 1.5 years through targeted marketing and sophisticated data algorithms; also established key performance indicators and executive dashboards to track progress and facilitate strategic oversight

SKILLS

- **Technical Skills:** Machine Learning, Deep Learning, NLP, Time Series, Statistical Analysis, Quantitative Analysis, Data Visualization, Business Intelligence (BI), ETL, Exploratory Data Analysis, A/B Testing, Experiment Design
- **Software:** MS Office, Tableau, Anvil
- **Programming Languages/Statistical Tools:** R, SQL, Python
- **Certifications / Exams:** FRM Level 1 (administered by the Global Association of Risk Professionals)