

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business Cincinnati, Ohio.
Master of Science, Business Analytics, **4.0 GPA**

Aug. 2021 - Present

(Available to work from May 2022)

Vellore Institute of Technology, Vellore, India

Bachelor of Technology in Computer Science and Engineering with spec. in Bioinformatics

Aug 2014 –Apr 2018

SKILLS

Python: TensorFlow, Sklearn, Bnlearn, Keras, Seaborn, Dash, Simpy | **A/B Testing, R, SQL/HQL | Power BI | AWS | Hadoop**

ACADEMIC PROJECTS

Humana Mays Data Science Case Competition – Top 35 across all Universities in US

Predicted vaccine hesitancy of US residents & leveraged analysis for personalized awareness campaigns

- Used **Feature selection and classification techniques** with an **accuracy of 85.6%**

EXPERIENCE

MU SIGMA |Bangalore, India

Decision Scientist

Jan. 2019 –Aug 2021

Led a team tasked to build a Product launch simulator for Japan's largest beverage manufacturer

- **Agent Based Modeling:** Constructed a Bayesian network to identify customer's decision path and analyze behavioral patterns using conditional probabilities – 'The Brain of the Agent'
- Created a simulator using agents with personalized behavior to predict sales, in different environments

Business Development for the Japan Region

- **Data Driven Solutions:** Problem Definition, Solution Approach, Technique details, Timelines, Case Studies

Designed & Built Business Intelligence Dashboards for a Fortune 500 Cosmetic manufacturer

- Used MDX queries to pull filtered data from analytical data cube & created Python scripts to combine data from flat files automatically
- Created 3 Powerful reports with sophisticated measures in Power BI: Sales, Web Traffic & Competitor

Data Investigation for a Fortune 200 UK based Retailer

- Understanding the journey of different elements in the marketing universe and **mapping out data footprints** at each step in the journey: Planning-> Request -> Generation -> Product Tagging -> Mailing /Customer Tagging -> Redemption
- Data Validation, Pre-processing and **Extensive Exploratory Data Exploration**; Sharing key insights with business
- **Forecast Integration**; The integration of marketing elements increased **forecast accuracy by 4.5%**.

Sales Forecasting for a Fortune 200 UK based Retailer

- **Forecasted Sales Value & Volume** at Product Sub-Group (PSG) level, to be consumed by Product Finance, channel finance and FP&A – Implemented **ARIMA with a customized seasonal adjustment to increase accuracy by 5.6%**
- Engineered **parallel processing** for model building, scoring, and forecasting for **~2500 stores & ~3600 PSGs (~1 TB of data)**, using Hadoop and PySpark technologies.

Trainee Decision Scientist

Aug. 2018 - Dec. 2018

- Mock projects to simulate delivery environment: **Campaign Lift Analysis** using propensity matching; **Demand Forecasting**; Classroom courses on R, Python, Excel, Statistics and data science **led by industry experts**

ESY INDIA |Gurgaon, India

Data Analyst Intern

Dec. 2017- Jan. 2018

- Identified customers probable to churn using a random forest classifier; Successfully retained 78% of 'prone' customers

Awards And Recognition

1. **SPOT Award (Mu Sigma)** : For **"Independently executing a project on a platform that was new to, within aggressive deadlines and exceeding client expectation with delivery quality"**. **May 2020**
2. **Best Project** (Technology And Gaming Club, VIT): For a Team project to create a student count tracker using OpenCV **Sep. 2017**