

Contact

Career Timeline

**Jul’21-Aug’23**

Data Analyst/BIU – Bajaj Finserv Direct Ltd, Pune

**May’18-Jun’21**

Senior Data Analyst – Desai Brothers Ltd, Pune

**Jun’16-Jul’17**

Junior Data Assosiate – Bajaj Auto Finance, Pune

Technical Skills

**Aug’17-Apr’18**

Product Executve – Bajaj Finserv, Pune

**DATTATRAY S DHAYGUDE**

Strategic professional with strong business acumen, an analytical bent of mind and a proven track record of stamping success in uncertainties & challenges across the entire gamut of **Data Science and Data Analysis**



Profile Summary

* Performance-driven professional with data passionate Analytics **over 7.2 years** of rich & extensive experience in **Data Science & Business Analytics, specializing in the BFSI** as well as digital capabilities development for financial products
* **Employed as a Data Analyst/BIU** at Bajaj Finserv Direct. Ltd. instrumental in **designing and implementing credit card Approval prediction and streamline offermatch process**

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| [dattatraysdhaygude@gmail.com](mailto:dattatraysdhaygude@gmail.com)  +91 9960917593  Pune- 411014 |
| Core Competencies   * Data Science * Machine Learning & Algorithm * BI & AI * Advanced Analytics * Statistical Modelling * Data Cleansing * Data Mining & Insights * Data Visualization * Statistical Analytics * Reporting & Dashboard   Soft Skills |
| * Strategic Planning * Decision Making * Communication * Multitasking * Critical Thinking * Collaboration * Analytical |



* In-depth understanding in **defining data architecture roadmaps** as per business goals and **proficient in Python, AWS, R, MS-SQL, Microsoft Excel, and Tableau, with a strong focus on statistical data analysis**
* Keen interest in **managing complex analytics projects** and insights generation by merging a variety of data sources
* **Forward-focused Project Executor** with exposure in swiftly executing projects with competent cross-functional skills and ensuring on-time deliverables within pre-set cost parameters
* Developed innovative solutions to enhance product performance by leveraging combination of domain knowledge, **data science & analytics, data visualization, & machine learning**
* Comprehensive knowledge in **developing data models & algorithms** to apply on data sets and identifying, developing & implementing appropriate **statistical techniques, algorithms & deep learning / ML Models to create new, scalable solutions to resolve business challenges**
* Recognized for outstanding contributions and received the **'Key Contributor - Data Science BIU' spot award** for extraordinary performance at Bajaj Finserv Direct. Ltd.
* **Articulate, decisive, top performing team player** with strong adaptability to detail-oriented approach for managing high team performance through mentoring & problem-solving; capability to multi task and juggle multiple complex initiatives



Education

* **Master of Science: Statistics,** Savitribai Phule Pune University, 2016
* **Bachelor of Science: Statistics,** T.C. College Baramati, Pune, 2013



Work Experience

**Manager Data Analyst/BIU Jul’21- Aug’23 Bajaj Finserv Direct Ltd, Pune**

**Role:**

* **Delivering valuable insights** via data analytics & advanced data-driven methods
* Studying & **transforming data science prototypes**
* Designing **machine learning systems**
* Researching and implementing appropriate **ML algorithms and tools**
* **Selecting appropriate datasets** & data representation methods
* Manipulating and analyzing complex, large scale highly dimensional data heterogeneous data sets and applying analytics including **classification, clustering and anomaly detection techniques**
* **Designing and implementing AI/ML propensity models** to predict



customer retention and service activation, contributing to revenue growth and increased digital transactions

* **Conducting strategic analysis of bank data** to identify transaction patterns & customer behavior on mobile banking & net banking platforms
* **Analyzing callcenter data to identify customer queries** and feedback for specific products
* **Assisting team members** in understanding bank data and providing insights for decision-making
* **Conducting revenue estimation & impact analysis for the attrition, activation and cross-sell scorecard**

**Significant Highlights:**

* Worked on common **Data Science toolkits, such as Python, NumPy, Pandas, SQL, R and others; experience with data visualization tools, such as MATPLOTLIB & SEABORNE**
* Knowledge and experience in **statistical and** data mining techniques: Regression, Random Forest, Boosting, Trees, Text Mining & others
* Worked on **SQL & other database tools** to store, organize, retrieve & manage data for doing analysis; Practical experience in statistical analysis through the use of **statistical packages including Excel, Python, and R**
* Experience using machine learning algorithms (for example: **Boosting, Decision Trees, SVM, Bayesian Methods, Time Series Models) and** Basic **NLP;** Experience in creating and using advanced machine learning algorithms and statistics: **Regression, Modeling, Clustering, Decision Trees**
* Worked on Net and Mobile Banking Data to understand the customer behavior and response

**Senior Data Analyst May’18-Jun’21**

**Desai Brothers Ltd, Pune Significant Highlights:**

* Developed sales forecasting models to predict revenue and expenses, **resulting in 7.3 % of better accuracy of predictions than human forecasts and cost savings of 30% on capital expenses**
* Implemented an anomaly detection system to safeguard business operations and improve asset performance
* Design and Analyzed customer footfall, purchasing pattern and behavior of product to improve sales volume 250 metric ton to 500 metric ton with constant 3 month growing performance
* Created and presented executive dashboards to show the trends in the data using **Excel & Power BI**

**Product Executive Aug’17-Apr’18**

**Bajaj Fiserv, Pune Significant Highlights:**

* Designed and analyzed campaigns, extracting data for campaign purposes
* Conducted post-campaign analysis based on A/B testing
* Generated well-designed reports using advanced Excel and integrated them with Microsoft Teams for easy access and sharing
* Collaborate with marketing and campaign teams for sharp shoot campaigns on select audience for better conversions and control campaign cost.
* Performed campaign models contributing 10-12% to online/DIY channel

**Data Assosiate Jun’16 -Jul’17**

**Bajaj Auto Finance, Pune Significant Highlights:**

* Contributed to development of sales & Marketing 2Wheeler campaign dashboard and MIS
* Collaborate with marketing and campaign teams for understands business ongoing issue and data challenges.
  + **Python, R, AWS, MS-SQL, Excel,**

**Power BI , Tableau,Jira,Adobe Analytics,ChatGPT**

## Projects Undertaken

* + Credit Card Approval prediction at Bajaj Finserv Direct Ltd,Pune
  + Strategic Analysis at Bajaj Finserv Direct Ltd, Pune
  + Revenue Estimation & Impact Analysis at Bajaj Finserv Direct Ltd,Pune.
  + Sales Forecasting at Desai Brothers Ltd
  + Customer churn and retention prediction at Desai Brothers Ltd
  + Planned B2B and B2C Sales Growth, Vehicle cost optimization at Desai Brothers Ltd
  + Campaign Design and Analysis at Bajaj Finserv, Pune.
  + Business Dashboard & MIS monitoring at Bajaj Auto Finance, Pune

## Personal Details

**Date of Birth:** Mar 17, 1992

**Languages Known:** Marathi, English, & Hindi

# Certification

* + - Succesfully completing company organized certification programme **Tableau** Trainer
    - Succesfully completing company organized certification programme **Postgre SQL** Trainer

# Rewards

* + - Awarded by **Good Job done** letter in outstanding Sales & Marketing performance using Data Analysis
    - Awarded by **'Key Contributor - Data Science BIU' spot** award for streamline offermatch process