

ASEEM CHAUDHRY

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Dear Recruiter,

In my pursuit of new creative endeavors I was excited to find the data science opportunity within your organization. As a progressive professional with skillset in data science I believe I can bring valuable contributions to your team.

Identifying innovative approaches and improved solutions to business both motivate and drive me. I believe that introducing fresh perspectives and new techniques allow businesses to evolve and grow.

Formerly in my Business Analyst role in Howdy Highlands and Data Analyst role at OYO Rooms I was able to leverage my skills to provide value. I have enhanced my communication and technical skills and has cultivated a reputation as a major contributor through critical thinking and decision making. I believe in solving complex problems with simple solutions which has always helped me in getting impacting outcomes.

I still believe that data science is a vast field and I have explored a very small part of it which motivates me to learn new concepts which could help the businesses with better results. In reference to the gap in my resume I took an year off to start a marketing agency in which I got a taste of leadership, task delegation, team work and a never giving up attitude.

For a greater presentation of my background and qualification please review my attached resume. I have highlighted my important responsibilities in the resume and if you want more clarity about my roles please visit my LinkedIn profile. I am eager to speak with you and greatly appreciate your consideration.

Sincerely,
Aseem Chaudhry

ASEEM CHAUDHRY

DATA ANALYST

ABOUT ME

I am a goal oriented individual who likes to solve problems related to data and want to help organizations in deriving valuable insights from the data.

WORK BACKGROUND

BUSINESS ANALYST

HOWDY HIGHLANDS JULY 2019- AUG 2020

- Build a dynamic pricing system which would collect data from web, transform and model the data . Dynamic pricing helped in increasing bookings by 20% and improved the overall gmv by over 40%.
- Analysis of the marketing budget in terms of ROI which which helped in reduction of advertisement spending by ~15% in the long run.
- Analysis of customer reviews to identify keywords which helped in identifying problem areas and resulted in improvement of overall rating from 3.7 to 4.2
- Maintenance of live dashboards to keep a track of critical data points in Tableau

DATA ANALYST

OYO ROOMS, JULY 2018- JULY 2019

- Developed models for customer segmentation, pricing and booking predictions. These models helped to increase the gmv of the OTA department from 65cr to 80 cr +
- Scraped and modelled the data from other OTA such as Goibibo, Agoda, Expedia etc. where OYO properties were listed. This helped in improving price parity and helped in improving rank of OYO properties on these platforms.
- Automated the report generation process which updated dashboards in real-time and shoot a mail in case of any escalations. This helped in reducing escalations by 40% and helped in improving customer experience.

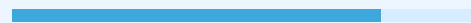
EDUCATION BACKGROUND

--Integrated B.tech + M.tech from Gautam Buddha Universty, Greater Noida, UP, India

--B.Tech in Computer Science and M.Tech major in Artificial Intelligence (2012-2017)

TECHNICAL SKILLS

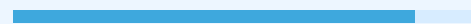
Python-Numpy|Pandas|Scikit-learn



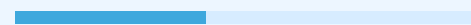
TensorFlow|Keras



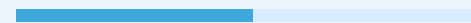
SQL|Postgre|Hive



Spark|Hadoop



R-Shiny|Dplyr|Caret



Tableau



FREELANCE WORK



Started a digital marketing agency (Fox Digital) and operated it for 1 year.



Taught as a Guest Faculty in Gautam Buddha University for 6 months

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