





RAGHAV GUPTA

APPRENTICE LEADER

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 [LinkedIn](#)

 Bengaluru, India

TECHNOLOGIES

- SQL, Pyspark
- Python
- Excel
- PowerPoint
- Basic Tableau

TECHNIQUES

- Big Data Analytics & Reporting
- Data Engineering
- Video Analytics
- EDA
- Feature Selection & Engineering
- Decision trees

SOFT SKILLS

- Leadership
- Team Management
- Communication
- Problem solving
- Decision making

EDUCATION

M.E, Micro Electronics | 2013-15 | BITS-PILANI, Dubai

B.Tech, ECE | 2008-12 | JECRC, Jaipur

Six Sigma Green Belt

HOBBIES

- Gym & Sports
- Travelling

ABOUT ME

Highly enthusiastic and detail-oriented analytics professional with 4+ years of experience in working with Fortune 500 companies across Retail, Airline and Tech domains. Adept in defining and scoping business problems, and translating them into analytical solutions using a structured approach, providing data driven insights, delivering growth and driving transformation.

WORK EXPERIENCE

Mu Sigma | October, 2015 - Present

— Currently Managing an account for a China based Retail client

- **Online Assortment**– Identifying the right set of SKU’s to be published on Online platform and remove non-performing SKU’s, saving clients ~115 man hrs/week, Reduced NMR by >10%, Improved Sales/UPC by >20% & maintaining compliance
- **Retail Data Monetization through Vendor Portal**– Helping Business monetize their retail data through analysis & KPI’s and providing suppliers with decision making findings and insights which they do not get from the 3rd party data sources
- **O2O Forecasting and Margin Optimization**– Worked on a framework for Forecasting Sales, Demand and Margin, helping clients take strategic decisions on Pricing, in-stock, promotion, improvements in supply chain etc.
- **Offline Customer Behaviour through Video Analytics**– Through Video Analytics, realize Customer offline behaviour and purchase patterns and help business with insights and driving transformation

— Digital Marketing Strategies based on the Customer behavior, geolocation and local weather for a Weather client

- **LookAlike Segment**– Segment to increase the Customers base, by identifying users who exhibits similar behaviour and visit patterns (R.F.) as a brand customer
- **Customer Visit Prediction for Ad Targeting**– Developed a ML model using L.S.T.M. to predict customers’ future visit locations, which helped improving the audience selection framework for marketing campaigns
- **Anomaly Detection**– Implemented QA Metrices dashboard to detect any anomalies that can occur for refreshed Customer segments
- **DQM**– Using OpenStreetMap for accurately identifying the store and its’ location with its’ area for validating 3rd party location data

— Lead a team of a Chicago based Fortune 100 Airline

- **Predictive Maintenance**– Developed a solution that predicts the probability of a component failure which can lead to C.O.D.D. events, using text mining and R.F.M. analysis, thereby saving significant amount of unscheduled maintenance cost and man hours

My Typical Workday

- 15% - 20% Project & People Management
- 30% - 35% Planning, Client & Leadership connect
- 45% - 50% Assessment, Analysis

ORGANIZATION BUILDING

- Mentored several batches of P.G.A. and new joiners to make them delivery ready