

# RAGHAV GUPTA

APPRENTICE LEADER



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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 clients across Retail, Airline and Tech verticals. Adept in defining/scoping business problems, developing 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

- **Retail Data Monetization**— Currently helping the clients monetize their retail data by selling suppliers with decision making capability through comprehensive KPI dashboards and insights, which they will not get from the 3rd party data sources
- **O2O Forecasting and Margin Optimization**— Working on a framework for forecasting sales, demand and margin which will help clients take strategic decisions on pricing, inventory, promotion, supply chain etc.
- **Online Assortment**— Identified the right set of SKU's to be published on an e-com app using sales history and heuristics, thereby saving ~115 man hrs/week, reducing Non Movement Rate (NMR) by >10% and improving Sales/UPC by >20%
- **Customer Behaviour through Video Analytics**— Prototyped a video analytics solution to correlate customer behaviour like footfall, store movement, time spent across products etc with POS data to help business draw insights and drive transformation

— Digital Marketing Strategies based on the Customer behavior, geolocation and weather for the Weather company

- **Look-alike Segment**— Created customer segments to increase the customers base via targeted marketing for partner clients, based on similar behavioural and visit patterns of customers
- **Customer Visit Prediction for Ad Targeting**— Prototyped an ML model using L.S.T.M. to predict customers' future visit locations, which helped in improving the audience selection framework for marketing campaigns
- **Anomaly Detection**— Built a QA dashboard to detect any anomalies that might occur in weekly segment refreshes using metrics like #customers, #stores, visit frequency etc. across segments and several time periods
- **DQM**— Accurately identified any store's location and boundary area, in order to validate 3rd party location data using OpenStreetMap

— Lead a team of a Chicago based Fortune 100 Airline

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

## My Typical Workday

- 15% - 20% Project & People Management
- 20% - 25% Business Development
- 20% - 25% Planning, Client & Leadership
- 35% - 40% Assessment, Analysis

## ORGANIZATION BUILDING

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