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

CGPA : 7 | 2013-15

BITS-PILANI, Dubai

B.Tech, ECE

65% | 2008-12

JECRC, Jaipur

Six Sigma Green Belt

HOBBIES

- Gym & Sports
- Travelling

ABOUT ME

Highly enthusiastic detail-oriented analytics professional 4+ years of experience in working with Fortune 500 companies across Retail, Airline and Digital Marketing domains. Adept in translating, defining, scoping business problems into analytical solutions using a structured approach, providing data driven findings and insights bringing in growth and 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**– Forecasting Sales, Demand and Margin helps clients take strategic decisions for Price negotiations, in-stock holding, promotion planning, identifying areas of improvement in supply chain
- **Offline Customer Behaviour through Video Analytics**– Through Video Analytics, understanding 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**– To increase the Brand reach within Customers, we identify set of users who exhibits similar behaviour and visit patterns as a customer of a brand
- **DQM & Anomaly detection**– Using O.S.M. for accurately identifying the store and its area for validating 3rd party location data which is used for weekly refresh of 50+ segments
- **Customer Visit Prediction for Ad Targeting**– Initiated developing a ML model using L.S.T.M. to predict users' future visit locations and creating better user segment for right advertisement targeting them

— Lead a team of a Chicago based Fortune 100 Airline

- **Predictive Maintenance for Aircraft** – To develop dashboard that help identify possible faulty logs that would be responsible for a delay (C.O.D.D.) events for an Aircraft, that results higher cost of operations and lower level of customer experience

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