

## **Vipul Prakash Singhal**

**Mobile:** +91-9022475464

**Date of Birth:** 21<sup>st</sup> May, 1985

**Current Location:** Wadala, Mumbai

**Linkedin Profile:** [in.linkedin.com/in/vipulsinghal1985/](https://in.linkedin.com/in/vipulsinghal1985/)

**E-Mail:** [vipul.iitb@gmail.com](mailto:vipul.iitb@gmail.com)

**Marital Status:** Single

**Native:** Kota, Rajasthan

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## **PROFESSIONAL WORK SUMMARY**

- ✓ Currently Working as a **Data Scientist in Asia's leading Digital Media Company –Hotstar** (Ranked Top 10 2015 in Google Play store)
- ✓ 8+ Exp in Business Analytics, Project Management and Client Delivery, Hands - on build Predictive Analytics, Data Harmonisation, Data Mining and Customer Analysis, Advance Business Intelligence Setups and Designs, Insights generations and presentations to senior leadership
- ✓ Proficiency and Expertise in building data science team and solutions in company through implementation of various statistical techniques and Data Reporting
- ✓ Experience in business domains like FMCG (Pricing), Retail (Customer Analytics), ecommerce (Web Analytics), Financial Services (Profiling)
- ✓ Experienced on developing large scale business analytics solutions like Market Mix Drivers (MMM), Price and Promotion Drivers (Pnp), Segmentation, etc
- ✓ Technical expertise in Data Mining tools like Tableau, R, SAS, SQL, Excel Pivots and Power-point
- ✓ Green Belt Certified in Lean Six Sigma – Implemented and achieved process efficiency and quality of Insights by reducing wastage time

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## **PROFESSIONAL EXPERIENCE**

- ✓ Hotstar.com (Star India – Novi Digital) –
  - Manager, Data Science and Analytics – Mobile and Web Digital Video Consumption Present
- ✓ Fractal Analytics Ltd., Mumbai
  - Analytics Lead(Project Manager) (Nov 2011 – Jan 2015)
- ✓ WNS Global Services (Analytics), Bangalore– Assistant Manager (June 2010 – Nov 2011)
- ✓ Absolutdata Research and Analytics, New Delhi–
  - Analyst, CRM Analytics (July 2008-June 2010)

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## **EDUCATIONAL QUALIFICATION**

Program	Year	Institution	Major
Certificate, Business Analytics	2015	ISB, Hyderabad	Business Analytics
B-Tech, 4years	2008	IIT Bombay	Mechanical Engineering

## ANALYTICAL SKILLS

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**Software Platforms:** Proficiency in R, SAS, SQL, SPSS, Spotfire, Tableau

**Statistical Techniques:** Regression Analysis (Linear, Logistic, ARIMA Forecasting), Predictive Analytics and Forecasting using R, SAS and XL Miner

**Business Solutions:** Pricing Elasticity and Optimizations, Driver Analysis, Clustering and Segmentations, Profiling Customers, Impact Analysis, Churn Analysis, Quadrant Analysis /SWOT, Conjoint Analysis, Survey Profiling, T-tests and Advance Statistical Measures.

## RECOGNITION AND ACHIEVEMENTS

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- ✓ Awarded **"Master of Rapidity"** at Fractal by **SRM Global P&G Leadership - Client**
- ✓ Awarded **"Orion Star"** Quarterly WNS team Award for leading project team of 4 members and managing delivery requests in timely manner with best quality
- ✓ Awarded Absolutdata Quarterly Organizational Oscar **"Einstein Innovation"** for BI Dashboards
- ✓ Awarded Absolutdata Organizational Core Value **"Excellence"** for creating a new whitespace BI Dashboards
- ✓ Secured **AIR 513** in IIT-Joint Entrance Examination , 2004

## HOTSTAR EXPERIENCE (CURRENT)

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### Manager, Analytics

(Present)

**Hotstar, Mumbai:** A Star India Group Digital Entertainment Platform – 10+ Million App Downloads

- ✓ Closely worked with functions: Product, Marketing, Distribution, Advertising, understands their analytics requirements and tailor the digital analytics tools to meet the same.
- ✓ Responsible for mining insights across functions using statistical approaches to create significant business impact.
- ✓ Tableau Implementation for daily insights and business recommendations, Reports and Analysis
- ✓ Proficiency and Expertise in building data science team and solutions in company through implementation of various statistical techniques and Data Reporting
- ✓ Simplify Data Reporting and metrics tracking of data at daily, weekly and monthly through tableau Built user based segmentation for better targeting and increase consumption at Hotstar- sampling and robust statistical models on Big Data
- ✓ Expertise in Web Analytics and segmentation from Google Analytics and Comscore
- ✓ Mentored team on variety of tools like R, SAS, Tableau etc.

### BI Implementation on Tableau and Excel Power Pivots –

Over Millions of data records harmonized daily

- ✓ Daily Traffic Reporting from Google Analytics
- ✓ Daily Content/Category (Over 50,000 unique titles) for Insights -- Tv Shows, Movies and Sports
- ✓ Advance Data Analytics --Business Insights on Daily Users and Streaming Video Consumption
- ✓ Data Models -- Impact Analysis on Feature tiles, New Titles and Top Running Shows/Movies on platform
- ✓ Analyze User Segments and Consumption Pattern using Digital Analytix (ComScore)

### Statistical Models and Segmentations:

- ✓ Deep Understanding of Unique visitors (8Mn plus every month)
- ✓ Behavioral Segmentations of these users using statistical models (Clustering) and profiling them to understand deep insights
- ✓ Generate insights for these users for actionable decisions to serve them with better content and ads.
- ✓ Increase hotstar viewed video consumption by 50 % (5 Mn views daily)

## ANALYTICS PROJECTS (PAST EXPERIENCE)

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### **Analytics Lead,Fractal Mumbai**

**(Nov 11 – Jan 15)**

*Client: (FMCG Company – Uniliver& P&G)*

#### **Market Mix Modeling (Consultant and Delivery)**

- ✓ Developing 2 MMM National Level Models for FMCG Company
- ✓ Objective of project is to provide insights and recommendations on ROI of every media and promotion spend occurred in last 2 years at Brand/Segment level

#### **Engagement Manager (Delivery Lead and Project Manager – 10+ Team Size)**

- ✓ Offshore Client management, Leading effort in delivery Adhoc based project for P&G BU's spread across Asia and NA
- ✓ Leading team in mentoring and delivering adhoc insight need for client for business workshop
- ✓ KPI's and Insights on Sales, Inventory and Pricing – Channel, category level
- ✓ Mentoring team in SPOTFIRE Visualisations

#### **Strategic Revenue Management, Pricing Optimization:**

- ✓ Managed Daily deliveries for Clients, 5 Member team servicing all the ad-hoc project in Pricing Analytics
- ✓ Developed a Price Corridor Automated Solution in SAS Using SHE-WHART Procedure and Clustering methods to identify the limit price for maximum or most optimal share in Market or Channel
- ✓ Responsible for projects delivery and management, achieved high QOS and Scalability in short span
- ✓ Mentored team in technical competencies like SAS, Spotfire and Pricing Insights through data

### **Assistant Manager, WNS Research and Analytics, Bangalore**

**(July 10- Nov 11)**

*Client: P&G Global(FMCG Company)*

**Objective:** Prepared and Analyzed data received from the global consumer study (B&G Fundamentals) fielded across 16 global countries. Defined the strategy based on key business questions received from client

- ✓ Converted the proposal for new fiscal retainer engagement worth **USD 270,000**
- ✓ **Led a 5 membered** team to manage the key ad-hoc deliverables
- ✓ Created the SAS database for each country by **merging the data received for 5** questionnaire in each country from individual data files in Quanverts

### **Pricing Models and Optimizations -- Price Elasticity Estimations**

- ✓ Analyzed the **Price change effect** on volume share in the market with the help of log linear regression modeling in SAS
- ✓ Delivered the projects worth \$ 65,000 and built the client relationships in short span of time
- ✓ Optimized the price change effect with the help of simulator and model equations
- ✓ Met the project timelines ensuring the error free delivery with quality checks

### **Analyst, Absolutdata Research and Analytics, New Delhi**

**(July 08 –June 10)**

#### **Hilton Worldwide – Loyalty Analysis**

**Objective:** Integrate with Hilton US team, support them on periodic requests for reporting and advanced analysis for their Honors membership program

- ✓ Understand the performance & impact of the Hilton Honors purge policy and identify opportunities for improving the same
- ✓ Exploratory analysis to understand the impact of redemption of accumulated points on loyalty of Honors members with Hilton by observing their pre and post stay behavior
- ✓ Periodic scoring of reactivation viability model to predict the propensity of reactivation and potential value thereof on their remote database using advanced SQL queries
- ✓ Generation of periodic business reports such as tracking of tax changes by hotels etc.

#### **ITC Personal Care –Market Mixed Modeling**

**Objective:** To understand the drivers of sales for certain key Indian Markets for their shampoos and soaps brands and generate insights to increased brand loyalty and sales

- ✓ Structuring and appending the monthly data in analysis database from different sources to facilitate analysis using efficient SAS codes
- ✓ Build **Market Mixed Models** based on linear regression to measure the impact and efficiency of the key market drivers like distribution, media vehicles, promotions and competition on the trials/sales of particular brand across key regions
- ✓ Developed **excel based dashboard** using VBA to visualize the key metrics historical trends using various dynamic cuts for regions, time, category and brands