SAPTARSHI GHOSH

Senior Manager – Analytics, Business Intelligence & *Data Science*

Mumbai, India

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Innovative, versatile & quality obsessed leader in the field of Analytics, Business Intelligence, *Data Science* & Product Management with over 6 years of experience. Proven track record of driving & executing projects for large-scale organizations that have set industry leading benchmarks & trends. Excellent communicator & mentor with ability to forge positive relationships with diverse stakeholders.

EXPERTISE

- Business Consulting
- Team Development & Management
- Predictive Modeling
- Relational Database Design
- KPI Metrics Design

- Project Management
- *Data* Visualization in Power BI, Tableau & Qlikview
- Machine Learning
- Programming in Python & R
- Product Analytics

EDUCATION

- **Indian Institute of Technology, Patna (IITP)**
  Bachelor of Technology (B.Tech) in Electrical Engineering

  CPI: 8.14/10
  2009 – 2013

- **Kendriya Vidyalaya - IIT Bombay**
  CBSE 12th Board Exam (AISSCE)

  Percentage: 85.6%
  2009

- **Kendriya Vidyalaya - IIT Bombay**
  CBSE 10th Board Exam (AISSE)

  Percentage: 90.6%
  2007

WORK EXPERIENCE

- **Senior Manager – Strategy & *Data Science***   December 2018 – Present

  Viacom 18 Media   Mumbai, India

  Leading the Business Intelligence vertical and simultaneously leading key Analytics, *Data Science* & Business Consulting projects in one of India's largest media company

  Key Achievements:
  - Lead a project to reduce viewership drop for Colors during IPL 2019, which resulted in a net 15 percentage point gain in viewership loss, compared to the previous IPL.
  - Delivered key Business Intelligence dashboards for Research, Sales & Marketing functions that had kick started a growth in dashboard usage in the organization.
  - Worked on creation of the *Data* Lake for the organization and its Master *Data* Management (MDM). Achieved an entity resolution of ~99% using fuzzy matching algorithms.
  - Worked on various advertisement break scheduling models that have helped increase Ad impressions by ~10%, hence resulting in higher Ad Revenue realization.

- **Strategic Process Engineer**   December 2017 – December 2018

  IDfy   Mumbai, India

  Head of Strategy, Analytics & Business Intelligence in one of India's top Financial, Sharing Economy & Human Resources Fraud Detection company

  Key Achievements:
  - Incubated the Strategy & Analytics vertical at IDfy and hired a 5 member team.
  - Identified KPI metrics and implemented Business Intelligence dashboards to track performance for shareholders, customers and internal stakeholders of the organization.

  - Developed new models for fraud detection that helped increase overall revenue by 20%.
  - Worked on a first-of-its kind product to detect Life Insurance fraud, using information scraped from over 500 sources, which helped detect frauds that were undetected by the in-house models of customers.

- **Manager**   February 2016 – December 2017
  Shop CJ Network   Mumbai, India

Lead the Supply Chain Business Intelligence and Analytics function a major Home-Shopping company
Key Achievements:

- ➢ Optimized the logistics cost and SLA through Logistics Network modelling that helped save ~Rs.120 million per annum & reduced forward shipment SLA by 1 day and reverse shipment SLA by 2.5 days.
- ➢ Built Business Intelligence dashboards using API updates of shipments from couriers to enable real time performance monitoring.
- ➢ Developed a SLA prediction model that improved customer experience by promising customers a SLA with +/-5% error.
- ➢ Led a cross-functional project that reduced returns from 35% to 25% within 6 months, resulting in savings of ~Rs.250 million per annum.
- ➢ Was the Product Manager for implementation of Point of Sale (POS) devices to enable customers to pay online during delivery. The devices were on field within 20 days of demonetization taking effect in November 2016.

- Senior Operations Manager   October 2015 – February 2016
  Stayglad   Bangalore, India
  Head of Operations, Product Management & Analytics in an early stage At-Home Beauty Services startup
  Key Achievements:

  - ➢ Was the Product Manager for implementation of Customer Relationship Management (CRM) & Enterprise Resource Planning (ERP) product in the organization. Also, automated reports for the founders to track relevant KPI metrics.
  - ➢ Hired and led a team of 20 associates that managed & scaled up operations during a hyper-growth phase (15% growth week on week).

- Operations Analyst   June 2013 – October 2015
  Flipkart   Bangalore, India
  Member of Planning & Analytics teams in the Supply Chain & Customer Experience verticals of India's largest eCommerce company
  Key Achievements:

  - ➢ Devised a regression based model for call volume forecasting that reduced forecast error to +/-5%, compared to +/-30% of time series models that were in use in eCommerce Customer Experience forecasting. This model set the benchmark of eCommerce call volume forecasts in India.
  - ➢ Was the stakeholder for conducting extensive diagnostic analyses to understand customer contact patterns that were used in various process improvement projects across the organization. Various Business Intelligence dashboards were developed from these diagnostics.
  - ➢ Was the stakeholder from Customer Experience for all planning & analytics activities for "The Big Billion Day" sale planning in 2014 that did a 4X ramp up in scale. Was also the stakeholder from Supply Chain Last Mile vehicle delivery for all planning & analytics activities for "The Big Billion Day" sale planning in 2015 that did a 2X ramp up in scale.
  - ➢ Built a model to optimize productivity of vehicle deliveries from 45 shipments/day to 75 shipments/day.
  - ➢ Designed KPI metrics and created Business Intelligence dashboards for Reverse Supply Chain that were used to reduce reverse shipment losses by 5% & reverse shipping SLA by 30%.
  - ➢ Supported in creating the Annual Operations Plan of Flipkart.