MANU GUPTA

Data Scientist

in manu-gupta-007

+91-9511629702

View CV as React WebApp (deployed on Google Cloud)



- Data Mining
- Statistical Modelling
- Business Analytics
- Web Scrapping
- Machine Learning
- Deep Learning
- NLP
- SQL

- Python (pyspark, pandas, numpy, scipy, scikit-learn, tensorflow, flask, plotly)
- HTML & CSS
- JavaScript & React
- Docker & Kubernetes
- Tableau

8

PROFESSIONAL EXPERIENCE

IBM | Marketing & Communications

Data Science & Analytics

Sales Intelligence Oct 2020 - Present

PATTERNS OF INTEREST

- Implemented an ETL process to aggregate individual activity (visits, interactions, trials etc) and intentlevel data at the Account and Product levels.
- Deployed a **Random Forest Classifier** to predict high-potential accounts for creating Opportunities, flagging them in IBM Sales Cloud.
- The model **identified ~24% account-product** combination which contributes to **~54% of Open pipeline revenue**.

SALES INTELLIGENCE SLACKBOT

- Implemented a marketing initiative to provide real-time actionable intelligence (priority account interactions & open opportunities) for lead creation and support IBM Marketing's goal of capturing & nurturing demand.
- Developed a **React web app** to capture and map Seller Territory, Market, and Product preferences against new interaction & opportunity data on a daily basis.
- Automated notifications sent via Slack API resulted in a 4x lift in view rates, 2.5x lift in sales
 ownership, and 1.5x lift in Open Pipeline generated from the marketing intelligence sent to sales

IBM PARTNER ECOSYSTEM - PROJECT YIELD

- Implemented Project Yield, a marketing initiative to support IBM Business Partners in identifying high-converting leads based on 12 quarters of historical performance.
- Trained a **Random Forest classifier** to predict high-quality leads, enabling partners to prioritize actions and qualify for Co-Marketing funding from IBM.
- The model successfully **identified** ~37% **of business partners** contributing to ~52% **of Won pipeline revenue** leading to prioritized Co-marketing funding for high-performing partners

Aerospace Manufacturing Services

July 2015 - June 2018

- Worked with **Magellan Aerospace**, tier-1 supplier of aerospace components to **Airbus** in designing CNC machining programs & robotic inspection programs for wing components belonging to the A330, A350 & A380 class of airliners.
- Responsible for creating, reviewing quality assurance documents, standardizing machining process and ensuring high quality deliverables in a lean manufacturing environment.

Q WORK ACHIEVEMENTS & AWARDS

SAMMY Award

Sales & Marketing Technology Award

Business Intelligence Group

Product of the year 2023 (Large Enterprise)

Project - IBM SlackBot for Sales Intelligence

Entrepreneur Award

Project of the 1H, 2023

IBM - Marketing & Communications

Innovative Solution for 1H, 2023

Project - IBM SlackBot for Sales Intelligence

EDUCATION

Design Engineer

NMIMS, Mumbai

MBA (Data Analytics & Marketing)

CGPA (2.9 / 4.0)

Manipal Institute of Technology

B.Tech (Industrial & Production Engineering)

CGPA (8.3 / 10.0)

COURSES & CERTIFICATIONS

CALTECH | Post Graduate Program in Data Science

Simplilearn | June 2023 - Dec 2023

Descriptive & Inferential Statistics, Exploratory Data Analysis, Supervised & Unsupervised Learning, Ensemble Learning, Data Visualization

Neural Networks & Deep Learning

Coursera - Dec 2020

Python for Data Science, AI & Development

Coursera - July 2020

Data Analysis with Python

Coursera - Apr 2020

Data Processing with Python

Coursera - Oct 2019

Python Programming Essentials

Coursera - Oct 2019

Excel Skills for Business

Coursera - Apr 2018