MANU GUPTA

Data Scientist

in manu-gupta-007 | ✉ manu.gupta93@gmail.com | ☎ +91-9511629702

View CV as React WebApp (deployed on Google Cloud) | CLICK HERE

🛠 SKILLSET

- **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**

💼 PROFESSIONAL EXPERIENCE

IBM	Marketing & Communications	*Sales Intelligence*
Data Science & Analytics	*Oct 2020 - Present*

PATTERNS OF INTEREST

- Implemented an ETL process to aggregate individual activity (visits, interactions, trials etc) and intent-level 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

TATA TECHNOLOGIES | Engineering Services — *Aerospace Manufacturing Services*
Design Engineer — *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.

⚜ 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

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