Manu Gupta
Data Science & Analytics

Personal Details

📍 Location
Bengaluru, India

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MG9510

Education

NMIMS, Mumbai
Analytics & Marketing

CGPA - 2.9 / 4.0

MBA

MIT, Manipal
Industrial & Production Engg.

CGPA - 8.3 / 10.0

B.Tech

Work Experience

IBM   Performance Marketing
Oct 2020 - Present   Data Science & Analytics

Job Description & Projects

As a part of the core marketing analytics team, I assist in setting the data strategy by leveraging marketing data, data science & IBM's tech stack to shape, direct and target marketing activities.

- **SlackBot for sellers** - Developed an automated bot deployed on IBM Cloud (Kubernetes) using Python & Slack API to send custom slack messages to sellers consisting of Account, Market, Product, Response category & URL link to view marketing intelligence in ISC (IBM Sales Cloud) every 24hrs.

- **Patterns of Interest** - Developed a data science model which aggregates individual level interactions such as visits, registration, events & trials; along with intent level data such as competitive search & product reviews at an Account, Market and Product level to predict which account level response has the highest likelihood of conversion to a lead (Open Pipeline)

- **Project Yield** - A marketing initiative to assist IBM Business Partners in identifying leads most likely to convert. Developed a data science model based on past 12 quarters of business partner performance across accounts, product, market, sales channel, industry etc. The model predictions would help partners prioritize business action with the help of dedicated IBM Co-Marketing funding.

Tata Technologies   Aerospace Mfg. Services
July 2015 - May 2018   Design Engineer

Job Description

Working 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 and reviewing quality assurance documents to standardize machining process and ensure high quality deliverables in a lean manufacturing environment.

Skills

- Data Engineering
- ETL Processes
- Data Mining
- Data Analysis
- Machine Learning
- Deep Learning
- Data Visualization
- Automation
- DevOps

Tools & Softwares

- SQL
- Python
- Selenium
- HTML
- CSS
- JavaScript
- React
- Scikit Learn
- Tensor Flow
- Docker
- Kubernetes

Personal Projects

CV Web App

Converted the traditional CV into a detailed, interactive, and immersive React application

View Web App

Algorithmic Trading App

Extracts OHLC data for equities from Yahoo Finance and identifies unique chart patterns

View Web App

Courses & Certifications

Neural Networks & Deep Learning

Coursera - Dec 2020

View Certificate

Python for Data Science & AI

Coursera - July 2020

View Certificate

Data Analysis with Python

Coursera - Apr 2020

View Certificate

Data Collection and Processing with Python

Coursera - Oct 2019

View Certificate

Python Programming Essentials

Coursera - Oct 2019

View Certificate

Excel Skills for Business

Coursera - Apr 2018

View Certificate