Prashant Mudgal

(+91) 729 202 8606 | Flat 110, Pocket 5, Sector 2, Rohini, Delhi 110085, India   prashantmdgl9@gmail.com| LinkedIn Profile

PROFILE

Advanced analytics professional with experience in managing and strategizing crucial projects and crafting solutions that create positive impact in the corporates across business functions. Experienced in Analytics Strategy, Research, Solution, Stakeholder Engagement, Project and team Management, Training, Operations, Sales and Business Development.

PROFESSIONAL DEVELOPMENT

Quantplex Analytics - *Founder,* Analytics | Management Consulting[link]   03-2020 - Current
- *CTO*:
  - Managed, designed, and programmed complex analytical products
    - A configurable Recommender system for B2B and B2C in Telecom space.[link]
    - An audio data based classifier and maintenance solution in oil-energy domain.[link]
    - Music information retrieval to gauge customer footfall and engagement in clothing retail chain.
- *CEO*:
  - Orchestrated sales demos and intent discussions.

Intent HQ - *Analytics Consultant,* Data Analytics and Client Relations   **London, UK**
- Management and Analytics Consultant for Telecom giant in the UK.   12-2018 - 10-2019
  - Managed, designed, and deployed an offer Recommendation system. Developed the KPIs to monitor the performance of the system. The offer redemption rate increased by 11% in first three months.
- Behavioral Science - Managed, designed, and developed system to gauge the psychographic(OCEAN) profile of the users with help of the web and mobile data.
  - Procured funding of $100K from another Telecom client Turkey region.
- Orchestrated the merge of a Telecom and a financial product by crafting the relevant use cases and cementing the 2M user base of a pay as you go customer.
- Took an initiative and laid out the principle guidelines for cross functional team collaboration for Intent HQ.
- Published a paper on ethical use of psychographic profiling of the users and associated guidelines for fair usage of the data.

10-2016 - 10-2018

Evalueserve - *Senior Manager*, Advanced Analytics | Business Development   **NYC, USA**

(*Promoted to next level after 1 year of joining the organization*)
- *Analytics Solution Design*:
  - Designed and laid out the solution strategy for multiple advanced analytics problem statements across business functions of 11+ organizations
    - Technology/Digital - Market mix models, Multi channel attribution, Optimization, Text analytics
    - Logistics, Supply Chain, and Aerospace - Predictive maintenance, Financial and load forecasting, Efficiency benchmarking using DEA
    - Banking and Finance - Fraud analysis, KPI reporting
    - Retail -RFM analysis, Lead prioritization, CLTV, Customer churn
    - Human Resources - Org. network analysis, Employee burn out analysis, Workplace safety analysis
- *Strategy:*
  - Devised and formulated the last mile strategy and change management for the implementation of above solutions in organizations.
- *Stakeholder Engagement:*
  - Managed Clients expectations by working closely with identified stakeholders and kept the communication stream lined for the cadence of project management.
- *Operations*:
  - Managed team of Managers, Senior analysts, and analysts in USA and those working in other geographies.
    - Established internal cross-functional alignment and training plan.
    - Mentored a team of 25+ analysts and Sr. analysts.
    - Formulated the framework for studying scientific literature and developing case studies for business solutions; It helped in maintaining utilization of team members.
- *Business Development*:
  - Pitched innovative and pragmatic solutions for the businesses by carving out relevant use cases.
  - Laid out 'Art of Possible' workshop that communicates the possibilities with analytics.

Accenture - *Lead Consultant*, Operations Research and Marketing analytics　　　**NYC and Chicago, USA**　　12-2010 -
(Promoted 4 times to the next level in span of ~6 years)　　　　　　　　　　　　　　　　　　　　　　10-2016

- Designed the non-linear optimization engine for multi-million dollar product AMAP; Inclusion of non-linear optimization lead to sales of $14M USD over a period of 3 years.
- Formulated a language named AQL for Abstract Syntax Tree Generation for Lexical Analysis and Language parsing which acted as backbone for AMAP's functionality.[2012]
- Synthesized market mix models for telecom, fraud detection models for banking, and predictive models for various clients of healthcare, retail, human resource domains using machine learning or classical analytics.
- Designed and programmed the entire product - Digital Insights, a sentiment analysis tool that uses probability based parsers for natural language processing.[2010]
- Broke into top 100 in a Kaggle competition for analysis of movie reviews using NLP.
- Assumed roles ranging from research and development consultant to project manager; Managed client interactions and end to end delivery in multiple engagements.

Headstrong Capital Markets - *Associate*, Business Intelligence　　　　　**New Delhi, India**　　02-2010 -
- Resolved the data issues faced by various stakeholders by redesigning the schema of few major platforms　12-2010
  of a brokerage house in London; It reduced the time for report generation by 5.4 second.

National Physical Laboratory - *Scientific Assistant*, Time and Frequency section
(Ministry of Science & Technology, Government of India)　　　　　　　　　　　**New Delhi, India**　　05-2008 -
- Devised and designed the setup for image processing of the laser beams in the development of the Cesium　08-2008
  Atomic Fountain Clock for GPS System development in India.

EDUCATION

Faculty of Engineering and Technology, Uttarakhand, India (In top 1% in entrance exams)　　　Class of 2005
Bachelor of Technology | Major : Mathematics, Electronics and Communication
- ***Awards:*** Best Thesis - class of 2009, Award for overall academic excellence in ECE department
- ***Activities:*** Founder and President of literary and mechatronics society, Convener of National tech and cultural festivals

MIT, MITxPro, Certificate under continuing education　　　　　　　　　　　　　　　　　　　Dec 2017
Certificate | Data Science and Big Data Analytics: Making Data-Driven Decisions

TECHNICAL SKILLS

Hard skills : Management consulting, Strategy, Complex problem solving, Effective writing, Storytelling, Client engagement
Analytical Toolset : Python(NumPy, SciPy, pandas, Turicreate), R, SAS/OR
Others : Mathematical and analytical toolsets paired with knowledge of software best practices and applied machine learning ideally suited to tackle bleeding-edge challenges in complex business problems.

LANGUAGE SKILLS

English and Hindi : Native; German, Spanish : Elementary

ACTIVITIES

Blogger(non-monetized), Low altitude rock climber, Film critic, Modular origamist