

PUSHKAR VENGURLEKAR

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EDUCATION

UNIVERSITY OF MINNESOTA,
Carlson School of Management, Minneapolis, MN
Master of Science in Business Analytics

June 2019 - May 2020

WORK EXPERIENCE

DELL TECHNOLOGIES, Bengaluru, India

Senior Analyst, Business Intelligence

December 2018 - May 2019

- Lead a 4 member team to designed an unsupervised clustering model using K-Means for the sales team to group customers on price sensitivity for better negotiations
- Built an association rules-based recommendations engine using customer purchase history and price sensitivity to increase accessory sales by \$1.5M/month
- Automated delivery of recommendations reducing execution time by 40 hours (1 FTE) with R-Shiny

MU SIGMA BUSINESS SOLUTIONS PVT. LTD, Bengaluru, India

Decision Scientist

August 2015 - November 2018

Sourcing analytics for a big box retailer

- Designed a prediction model to detect drug price fluctuations using patent expiry, new market entrants and manufacturer supply metrics to potentially save \$10M in drug reimbursements
- Created a propensity score matching model to identify similar stores and analyzed the causal effect of store design on sales
- Implemented a data-driven evaluation framework for sourcing team to assess supplier quality and identify savings opportunity by switching to overseas imports, reducing procurement costs by 1.5%

Retail and web analytics for a multinational telecom company

- Deployed a predictive model for premium smartphone demand and trade-ins using prophet to decrease inventory holding costs by 5% and time to refurbish phones by 30%
- Designed a randomized controlled A/B test for the website to reduce fallout in purchase funnel improving customer retention by 0.7%

Marketing analytics for fortune 50 Technology Company

- Analyzed effectiveness of existing promotional campaigns and deployed an SVM classifier based customer targeting model leading to a 3% improvement in email click-through rate
 - Initiated client engagements worth \$10M by identifying problem spaces involving market research, data gathering and delivering a proof of concept with a low turnaround time
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DATA SCIENCE PROJECTS

- **MinneMUDAC winning submission:** Predicted Soybean Futures contract prices using LSTM and Boosting to assisting farmers to sell contracts – savings of \$7300
 - **A/B Testing:** Designed and conducted a randomized controlled experiment across the MSBA cohort to determine how movie and tv series thumbnails impact user choices on Netflix
 - **Data Privacy Solution for Fortune 10 Healthcare Company:** Developing a synthetic data generation methodology using Generative Adversarial Networks (GANs) to enable fast data sharing and reduce privacy risk
 - **Kaggle - Image Classification:** Developed an image prediction models with 97% accuracy with transfer learning using CNN architectures
 - **Kaggle - Customer Revenue Prediction:** predicted customer purchasing probability and future revenue for online retail store spend by analyzing web activity with 90% accuracy
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SKILLS

- **Tools:** Python, SQL, R, Excel, Power BI, AWS, Google Cloud, SAP Hana,
- **Techniques:** Statistical Analysis, Hypothesis Testing, Regression Analysis, Predictive Modeling, Data Visualization, A/B testing, Decision Trees, Random Forest, Boosting, Neural Networks, SVM, Clustering, Web Scraping, Data Mining