

Ritu Bansal

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WORK EXPERIENCE

Manager, Data Science

Aug 2023 - Present

Scotiabank, Canadian Banking Analytics

Toronto, Canada

- Built several predictive ML models for financial products that enhanced the precision of targeted promotions(+15% growth), increased balance retention(+20%), achieved 2x incremental lift in campaigns, and reduced operational costs(\$12M/year).
- Designed profitability frameworks and KPIs to evaluate auto dealership performance across the bank's network, enabling data-driven pricing and relationship strategies. This led to a 10% increase in volume and a 12% improvement in conversion rates.
- Built a unified customer data asset summarizing \$45B/month in transactions across 12 systems, attributing activity to original sources. Developed a segmentation model to flag growing, stable, or declining client relationships—driving proactive retention strategies and cross-team adoption.

Associate, Data & Analytics

Jun 2022 - Jul 2023

Scotiabank, Canadian Banking Analytics

Toronto, Canada

- Designed, developed, and deployed highly effective self-serve dashboards & analytics tools with organization wide audience to automate the measurement and reporting of critical KPIs, providing key insights into campaign performances and client profiles.
- Enabled automation of EDL scripts, thus reducing project turnaround time by 80% to support cloud transformation.
- Provided critical support for time-sensitive product & client deep dive analytics, enabling data-driven decisions with swift and impactful results.

EDUCATION

Masters in Data Analytics(Artificial Intelligence)

London, Canada

The University of Western Ontario

Bachelor of Engineering(Computer Science)

Chennai, India

Anna University

SKILLS

Technical Skills: Python, SQL, GCP, Docker, A/B Testing, Experimentation, Causal Inference

Core Skills: End-to-end ML development, Product Analytics, Business Integration, Data Science Lifecycle Management, Stakeholder Management

ACTIVITIES

Sponsorships: Shortlisted as top candidate for Canadian Banking Executive Sponsorship program.

Community Engagement: Launched quarterly interactive seminar series for 200+ interns, focusing on mastering interview skills.