Rohan Sharma

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WORK EXPERIENCE

06/2018 - Present

CarDekho, Gurgaon
Responsibilities:

- Implemented **Churn prediction & incentivization module** to analyze & boost customer retention using a classification modeling technique
- Build **Lead quality management** module that helped in managing the lead quality so to fabricate customized solutions for the client
- **Automating processes & workflows** using python scripts thereby cutting down on operational work & increasing the team's overall bandwidth
- Coordinating with the presales, DM, call tracking & client delivery team to boost the conversion of leads based on the descriptive data Insights
- Managing the performance reports team in churning out important KPIs to streamline delivery processes

11/2017 – 04/2018

Olly Credit, New Delhi
Responsibilities:

- Build **Customer behavior analysis module** by analysing transactional patterns, repayment patterns & performing default analysis
- Churning out important KPIs for user retention and profiling so to reduce the losses by identifying the potential defaulters
- Interfacing with multiple entities (Payment processor, Payment gateway, NBFC) so to streamline the whole work-flow

EDUCATION

Jamia Millia Islamia, New Delhi - B.Tech
June 2013 - June 2017
Score - 9.05/10 CGPA

B.M.V.B ASMA, New Delhi – Class 12
June 2012 - June 2013
Score - 91%

PROJECTS

- **Churn prediction & incentivization – CarDekho**

    - Predicted the churn probability at customer level using ensemble learning technique
    - Identified important variables leading to a higher conversion rate
    - Devised incentivization strategies for customers by analyzing their churn probability
    - Technologies used : Python/SQL/ETL/Google bigquery

- **Customer behaviour analysis module – Olly Credit**

    - Segmented users based on their transactional & alternative data by using clustering techniques(DB scan & Kmeans)
    - Employed different customer targeting strategies based on customer segments
    - The module helped us segment users based on gain & risk parameters by analysing user's transactional & repayment patterns
    - Technologies used : Python/SQL

- **Lead Quality Management (LQM) – CarDekho**

    - Identified the key metrics that affect the lead quality
    - Managed the lead quality based on multiple metrics assigned to the lead
    - Fabricated customized solutions involving predefined lead quality based on client requirements

- **Google BigQuery Integration – CarDekho**

    - Integrated Google BigQuery in the current data visualization architecture to enhance the visualization performance

    - The integration helped to capture hit level data from Google analytics and to add another dimension(Google Analytics) data to the current data visualization system

SKILLS

	Tools	● ● ● ● ●
❑ Data Engineering	❑ Python(Data Analysis)	● ● ● ●
❑ Machine Learning	❑ SQL	● ● ● ●
❑ Statistical Modeling	❑ Advance Excel	● ● ● ◦
❑ ETL	❑ ETL tools	● ● ● ●
❑ Data Visualization	❑ Google Analytics	● ● ●
❑ Digital Marketing	❑ Google BigQuery (GCP)	● ● ●
❑ Unix/Linux environment	❑ Google Data Studio	● ● ●