

Rohit Agrawal

Data Scientist

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PROFILE

A Data Science professional with 3 years' experience of delivering actionable insights through statistics, predictive analytics, forecasting, and business intelligence systems.

SKILLS

Query Language: SQL, Hive | **BI Tools:** Tableau, PowerBI | **Programming Language:** Python |
Machine Learning: Regression, Classification, Clustering and Ensemble Models |
Source Code Management: Git, Github | **Cloud Computing:** Azure | **Statistical Inference:** A/B testing | **Tools:** MS Excel, MS Powerpoint, Jupyter, Alation

PROFESSIONAL EXPERIENCE

Tesco Bengaluru Pvt Limited, Data Scientist

Mar 2022 – present | Bengaluru

1. Shelf Space Optimization

- Built a predictive analytics model for Shelf Space Optimization which recommended optimal number of shelves for various product categories to maximize the sales within aisles without compromising the Sales Variable Profit(SVP). The model leveraged the **regression techniques(XGBoost and Linear Regression)** and optimized the number of shelves using **Linear Programming Optimizer with Bayesian Optimization**.

2. Sales Forecasting

- Built **time series forecasting models(Fbprophet & SARIMA)** to forecast sales at product category and year week level and computed the explainability of necessary KPIs to explain the lift/drop in sales at YOY week level.

3. Customer Churn Prediction Model

- Developed a predictive model to identify at-risk online customers and recommended targeted coupons to retain them. Utilized **XGBoost** and other machine learning algorithms, with XGBoost achieving the best performance. Improved customer retention by enabling data-driven coupon targeting.

4. Store Volume Decline Analysis

- Conducted clustering using **K-Mode** on 40 stores using non performance metrics such as store-size, affluence, population density, parking availability etc and identified three distinct clusters.
- Developed a machine learning model within each cluster to perform volume driver analysis, leveraging **linear regression** to identify key factors influencing store volume.

5. Promo Optimization

- Designed a system to identify top substitutes using **text similarity and NLP**, and analyze price-volume relationships using **linear regression** model. Implemented Bayesian optimization for pricing scenarios, ensuring Gross Margin constraints.

6. Profitability Opportunity Tool

- Designed **Tableau Dashboard** to monitor key performance indicators and track loss-making categories, enabling data driven decisions to improve margins in underperforming areas and helped business to generate 1 million value in just 2 quarters

7. Generated standard and customer reports to provide insights into business performance and developed ad-hoc reports to evaluate specific business requirements.

Reliance Jio Infocomm Limited, SAS Co-ordinator

Sep 2019 – Feb 2022

- Integrated 3000 sites in 6 months with 10 resources
- Reduced fault rate to 2% from 5% . Analyzed reason of fault and accordingly took preventive actions to reduce fault rate to mitigate compnay's loss

Revmax Telecom Infrastructres Pvt Ltd,

May 2015 – Jun 2017

Circle Co-ordinator

- Alarm Simulation of SMPS, and other network devices and Commissioning of SMPS

EDUCATION

M.tech (Communication systems),

Aug 2017 – Aug 2019

Raajdhani Engg of College

Bhubaneshwar, Orissa

B.Tech (Electronics & Communications Engg),


Jul 2011 – Jul 2015 | Tatisilwai, Ranchi

Cambridge Institute of Technology

COURSES

PGP-DSBA (Post Graduate Program in Data Science and Analytics),

Feb 2021 – Mar 2022

Great Learning, (Joint venture with TEXAS McCombs) 

Hive and SQL Optimization, Ivy Professional

Jan 2023 – Mar 2023