Contact No: 8376001582

Simran Gupta

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Xiaomi India –Analytics Manager | MA Economics- MSE

Manager – Business Intelligence & Analytics driving **sales strategy**, **inventory optimization**, and **campaign performance** across high-impact categories like Phones and TVs. Skilled in **forecasting, segmentation, A/B testing**, and **data modeling**, delivering data backed actionable insights. Adept at enabling **demand-driven planning**, improving **conversion funnels**, and supporting strategic decisions across Sales, GTM, and Supply Chain in fast-paced e-commerce environments**.**

WORK EXPERIENCE

Xiaomi India
Analytics Manager
Strategy Planning & Analysis

May 2021 – Present

- **Led upsell campaigns** during the *festive season* by segmenting **50K+ users** using *K-Means clustering* on *behavioral and transaction data*; drove **₹3 Cr+ incremental revenue**
- **Developed a dynamic stocking algorithm** to identify *real-time sell-in and sell-through gaps*, replacing *static monthly planning* and improving **product availability** in *high-demand zones* by **12%+**
- **Enabled 2Mn+ monthly sales** by delivering *business insights* on **product placement**, **OOS risk**, *competition benchmarking*, and *distributor profiling* to guide *sales and trade marketing* decisions
- **Optimized conversion rate** on *e-commerce platform* through **A/B testing**, boosting **conversion rate by 40%**, **CTR by 15%**, and **session duration by 10%**
- **Built time series forecasting models** to project *quarterly sales and inventory* with **94% accuracy**, reducing *inventory overhang* and improving *replenishment planning*
- **Created an inventory risk framework** to flag and liquidate **slow-moving SKUs**, helping reduce **aging stock by 22%** over *2 quarters* through *channel-specific liquidation strategies*

Gain-Insights Solutions
Data Science Associate

Aug 2020 – March 2021

- **Marketing Mix Model**: Optimized marketing **impacting the bottom line** of a prominent CPG client. Identified the key drivers of volume uplift, assessing the **ROI** for each marketing channel, and provided **optimization and simulation strategies** via **Multivariate Regression**
- Delved into the impact of **price reductions**, **competitor's prices** and **promotional** activities on sales

ACADEMIC QUALIFICATIONS

Year	Institute/School	Course/Board
2020	**Madras School of Economics**	M.A Economics
2018	**Miranda House, Delhi University**	B.A Economics
2015	**Nirmala Convent School**	Class XII - ISC
2013	**Nirmala Convent School**	Class X - ICSE

INTERNSHIPS

Kotak Securities **Equity Research Analyst** May 2019 - July 2019	- Involved in equity research and industrial analysis and making research projects of the assigned companies. Exposed to other broking and wealth products of Kotak Securities.
Kotak Mahindra Bank **Credit Processor Analyst** June 2017 - July 2017	- Conducted a study to understand the financial data analysis of SME customers of Kotak Mahindra Bank. Worked with a team that assessed the credit worthiness and loan limit of an individual or company.

SKILLS

- **Technical:** SQL, Python, Power BI, Excel, Google Analytics
- **Analytics:** Marketing Mix Modeling, Time Series Forecasting, A/B Testing
- **Business:** Sales Strategy, Pricing, Category Management

POSITIONS OF RESPONSIBILITY & EXTRA-CURRICULAR ACTIVITIES

- **Best Employee Award 2022 & 2024 of Xiaomi India**
- **Treasurer,** Economics Department, Miranda House
- **Project Head,** Enactus, Miranda House
- Participant in the SRCC-MH-Indo German collaborative study program

Current Location – Bangalore | Languages Known – English, Hindi, Bengali | Age - 28