Samarth Prabhu

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Portfolio   LinkedIn

PROFESSIONAL SUMMARY

Data Scientist with 3 years of experience across data analytics verticals ranging from pricing strategies to trend predictions; with a Master of Science in Mathematics, possessing rigour and intuition for optimisation, analysis, and prediction. Proficient experience in Machine learning, Data analytics, Python, SQL, Excel, and Power BI. Expertise in predictive modeling and pricing strategies, achieving 80% accuracy in customer trend predictions and a 50% reduction identifying profitability and pricing audit timings .

WORK EXPERIENCE

Data Scientist and Business Intelligence | Quantum Link communication | Mumbai | August 2022 - Present

- **Customer Behavior Prediction:** Delivered 80% accuracy in predicting customer behavior using classification and clustering, analyzing patterns to forecast app activity and feature utilization
- **Text Analytics** Leveraged NLP and applied quantitative analysis of sales activities to prioritize cases, saving the team 2 hours daily.
- **Real Time Market Analysis:** Implemented ETL automations integrating data from over 3 third-party sources with CRM, transitioning from monthly to live, real-time analysis.
- **Lead Quality Metrics:** Crafted more than 10 metrics to track lead quality improvements and assess the effectiveness of marketing campaigns enhancing lead quality by 5%
- **Business Intelligence Dashboards:** Designed 5 Power BI dashboards for tracking customer acquisition, retention, and activity, boosting operational efficiency.
- **Automated Performance Reports:** Engineered systems to produce monthly summaries of team and company achievements, enhancing data-driven decision-making.

Business Analyst | Sciative Solutions | Navi Mumbai | June 2021 - February 2022

- **Revenue Optimization:** Implemented agile pricing strategies using regression analysis and market segmentation, leading to a 7% increase in expected revenues.
- **Comprehensive Pricing Audits:** Developed a Python-based pricing audit model, reducing audit times from 5 hours to 1 hour and improving accuracy in profitability identification.
- **Automated Reporting Systems:** Streamlined automated reporting systems for real-time insights into pricing and revenue metrics for more than 5 clients.
- **Client Integration and Optimization:** Executed on boarding for more than 10 clients onto the AI system by conducting in-depth analysis and fine-tuning system parameters to ensure seamless integration and optimal functionality.
- **Client Training Programs and Presentations:** Organized training programs for clients to efficiently use AI pricing models and analytics tools and delivered personalized presentations on pricing recommendations, pricing strategies and audits to more than 3 clients each week

EDUCATION

M.Sc. Mathematics | Mumbai University | Mumbai | 2019 - 2021 | 6.2

B.Sc. Mathematics| Jai Hind College | Mumbai | 2016 - 2019 | 8.4

SKILLS

- **Tools:** SQL, Python, Excel, PowerBi
- **Libraries:** NumPy, Pandas, Scikit-Learn, Scipy, Seaborn, nltk, Tensorflow, spacy, Flask, Streamlit, Beautiful Soup, Selenium.
- **Data Techniques:** EDA, ETL, Web Scraping, Machine Learning, Deep Learning, Natural Language Processing, Time Series Analysis.