Ankita Bhanushali

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# SUMMARY

# Experienced Data Scientist with over 4 years of experience leveraging strong statistical skills and expertise in predictive modeling, data processing, and data mining algorithms to address complex business challenges. Proficient in extracting actionable insights from data to drive informed decision-making and optimize business strategies. Skilled in utilizing a variety of analytical tools and techniques to transform raw data into valuable business intelligence. Passionate about continuously enhancing analytical methodologies to deliver impactful results and drive organizational success.

# WORK EXPERIENCE

## Data Scientist at Firstsource Solutions Limited, Mumbai: (Nov 2021 –Present)

* Implemented statistical techniques including regression analysis and factor analysis to uncover key drivers influencing survey outcomes and customer behavior, resulting in a significant increase in predictive accuracy and model interpretability.
* Generated insightful reports and visualizations summarizing survey findings, facilitating data-driven decision-making processes for stakeholders and achieving a 20% improvement in decision-making efficiency.
* Applied machine learning algorithms to calculate NPS scores and segment customers into promoter, passive, and detractor categories, enabling targeted interventions and personalized customer engagement strategies.
* Utilized time series analysis to track NPS trends over time and benchmarked against industry standards, identifying areas for improvement and implementing predictive modeling techniques to forecast future NPS performance.
* Implemented data-driven strategies to increase NPS, leveraging insights from predictive modeling and sentiment analysis, resulting in a significant improvement in customer satisfaction metrics and enhanced brand reputation, including a 20% increase in customer retention rates and a 25% increase in positive sentiment scores.
* Employed survival analysis techniques to analyze customer churn and retention patterns, predicting customer lifetime value and optimizing retention strategies. Utilized metrics such as churn rate, survival probability, and customer tenure to quantify customer attrition risks and develop targeted retention initiatives, resulting in a 15% decrease in churn rate and a 25% increase in customer lifetime value.

## Executive Data Scientist at Kantar World Panel, Mumbai*:* (Aug 2019 – Nov 2021)

* Utilize predictive analytics techniques including machine learning and data mining to forecast consumer goods demand for new products in various client categories within the FMCG sector.
* Optimize data collection procedures, contributing to the generation of weekly, monthly, and quarterly reports. Manage 20% of India's data with a focus on accuracy and completeness.
* Interpret data insights to inform managerial decisions and strategic actions. Utilize statistical techniques for hypothesis testing, validating data and interpretations to facilitate informed decision-making processes.
* Present data-driven conclusions to cross-functional teams, contributing to the refinement of strategies and operational improvements. Develop dynamic Tableau dashboards showcasing insights across different product portfolios, aiding data-driven decision-making processes.

# Projects

## Market Basket Analysis

## Spearheaded the investigation into transactional patterns within the Grocery domain, meticulously analyzing purchase behaviors to uncover both overt and subtle trends within consumer transactions.

## Utilized EDA techniques to delve deep into the grocery transactional dataset, employing statistical summaries, visualizations, and hypothesis testing to gain comprehensive insights into customer behaviors and preferences.

## Developed innovative feature engineering strategies to enrich the dataset and extract meaningful predictors, including but not limited to creating transactional frequency indicators, basket size metrics, and product association measures.

## Leveraged the Apriori algorithm, a classic association rule mining technique, to unearth frequent itemsets and uncover inherent patterns of co-occurrence among grocery items within transactions, facilitating targeted marketing strategies and product bundling initiatives.

## Employed Python programming language alongside relevant libraries such as Pandas, NumPy, and Matplotlib for data manipulation, analysis, and visualization, streamlining the analytical workflow and ensuring efficient model development and deployment.

## Time Series Analysis

## Implemented advanced statistical techniques such as ARIMA (AutoRegressive Integrated Moving Average) and SARIMA (Seasonal ARIMA) to capture the seasonality and trends in the sales data effectively.

## Conducted feature engineering to extract meaningful predictors for the demand forecasting model, including lag features, rolling statistics, and holiday indicators.

## Utilized data visualization techniques such as time series plots, seasonal decomposition, and autocorrelation plots to gain insights into the underlying patterns and structure of the sales data.

## Demonstrated a keen attention to detail and a commitment to delivering high-quality results, reflected in the exceptional achievement of attaining a remarkable accuracy rate of 92.7%.

# EDUCATION

* + **M.Sc in Statistics**, Mumbai University **(Aug 2017 - May2020) Related Courses**: Big Data Technologies, Applied Statistics, Database Management, Data Preparation and Analysis.
  + **B.Sc. in Statistics**, K.J. Somaiya College **(Jul 2013 - Apr 2017)**

# SKILLS

* + **Programming:** Proficient in Python, SQL, Scala, Java, HTML, and Excel VBA (Macros) for data manipulation, analysis, and automation.
  + **Cloud Technologies**: AWS (S3, EC2, Lambda, Athena, RDS, Redshift, EMR), NoSQL, Cassandra, MongoDB, Kubernetes, Snowflake, CircleCI, Airflow, Prefect, Google Data Studio, Azure Synapse Analytics.
  + **Libraries:** Numpy, Pandas, Matplotlib, Seaborn, Scikit-Learn, Keras, Nltk, Gensim, Scipy, Beautiful Soup.