

Profiles

- Shweta Rathod
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Skills

Python

Machine learning

Statistics

Natural Language Processing

Time series Forecasting

MS Office

SQL

Pyspark

Power BI

Tableau

Certifications

Data Science Certification

Bepac solution

Interests

Tracking

Writing

Table Tennis

Languages

English

Hindi

Marathi

Summary

Experienced and analytically driven Data Scientist with a robust background in leveraging advanced techniques such as Machine Learning, Time Series Forecasting, Proven success in tackling challenges and delivering solutions in the Banking and Finance sectors.

Experience

MProfit Software Pvt. Ltd. Mumbai

Senior Technical Executive

1. Developed a **Next Best Action model** for Standard Bank, integrating a high-performing **churn classification engine** with a **recommendation engine** to convert churn customers into non-churn customers by suggesting the best **product recommendations**. This solution led to a **5% reduction in customer attrition**, while increasing **conversion rates**, improving **customer retention**, and enhancing **profitability** through **personalized, data-driven strategies**.

2. Conducted an **Opportunities Analysis** for the Sales Director of the **Food Services Division** at a leading **Food & Beverages Manufacturer**, focusing on analyzing **customer spend**, identifying new **sales opportunities** in non-commercial establishments, and assessing the influence of **retailers**. This analysis uncovered untapped markets and led to a **10% increase in revenue growth** and a **7% rise in market share** by implementing **targeted strategies** in high-potential regions and segments.

3. Conducted an analysis of **credit card outstanding amounts** for a bank, including **trend assessment**, **customer segmentation**, and relationship analysis with **age**, **education**, **marital status**, and **credit limits**. Identified **data errors** and evaluated the impact of outstanding amounts on **default behavior**. This analysis improved **risk management strategies** and **credit policies**, resulting in a **15% reduction in financial losses** and significantly enhancing the bank's **financial stability**.

4. Enhanced **CRM functionality** using **Natural Language Processing (NLP)** to analyze **customer patterns** and improve **conversion ratios**. Developed and implemented models using **CountVectorizer**, **TfidfTransformer**, and **Support Vector Classification (SVC)**, and created **web application demos** for customer **interest prediction** and **lead conversion analysis**. This project led to a **12% improvement in conversion ratios** and significantly enhanced **business decision-making**, delivering substantial business impact by optimizing **CRM performance** and **boosting sales**.

5. Analyzed a comprehensive **US regional sales dataset** spanning multiple **sales channels** (In-Store, Online, Distributor, and Wholesale) to uncover trends and optimize **pricing strategies**. Implemented predictive models like **Linear Regression** and **Random Forest** to forecast **unit prices** based on key features such as **order quantity**, **discounts**, and **unit cost**. This analysis provided actionable insights, resulting in a **10% improvement in pricing accuracy** and a **15% boost in sales performance**, driving significant business impact.

Education

University of Mumbai, Mumbai Bsc

Information Technology

NMIMS PGDM

Information Technology and Systems