SOURAV ROY

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EDUCATION

M.S. Business Analytics

University of California, San Diego

08/2021 - 06/2022

B.Tech Electrical Engineering

National Institute of Technology, Durgapur

07/2012 - 06/2016

TECH STACK

Programming Languages

SQL · Python · R

Data Visualization

Tableau · Looker

ML/Statistical Modelling

Regression · Classification · Clustering · Neural Networks · NLP

Other Tools

Tensorflow · Hadoop · Spark · Google BigQuery · Microsoft Azure · AWS · Snowflake · GIT · Jira · Amplitude · Figma · Optimizely

ACADEMIC PROJECTS

Gamification for Masterclass App

Identified an opportunity to increase user engagement and user retention by introducing gamification to Masterclass courses.

- Used Figma for feature design.
- Prototype was utilized for user testing.
- The age bracket of 18-30 responded positively to the gamification concept, expressing interest in further engagement with the app.

Intuit Quickbooks targeted campaign

Intuit wanted their Quickbook users to upgrade to the latest version. They had initially sent out emails to all users. Based on the first waves response a targeted campaign was designed for second wave.

- An ensemble model of Neural Network, Logistic Regression, and XGBoost was the best predictor.
- The predicted model outputs would have fetched a profit of $449,816.

LANGUAGES

English   Native

Hindi   Native

SUMMARY

A **results-oriented** and **business-focused** professional with over 6 years of extensive experience in **Product Analytics**, **Customer Analytics**, and **Machine Learning**, demonstrating a successful history of effectively **translating stakeholder needs into concrete deliverables**. A **proactive learner** who constantly seeks to expand knowledge and expertise. Firmly believes in the power of **data-driven strategies** to enhance and simplify our daily lives.

EXPERIENCE

Staff Analyst   07/2022 - Present

EXL Services   New York City, USA

- **Collaborated** with cross-functional teams to **improve** data connectedness across **product lifecycle stages** for a leading US bank, **reducing** yearly data sourcing **costs** from 20+ systems **by 11%**, with future **savings projected** to **exceed 20%**.
- **Revamped fraud detection models** using PySpark for Zelle and new account openings by introducing 15+ innovative features, resulting in a substantial **reduction** of **over 20%** in **false positive cases**.
- Built **data quality pipelines** using PySpark to **monitor** and **enhance reliability** of data input into fraud detection models for various banking products, resulting in a **12% improvement** in data **accuracy** and **8% reduction** in data-related **errors**.
- Optimized Python and R scripts critical to the fraud monitoring team, significantly improving efficiency and performance, resulting in over 20% reduction in processing time and significant reduction in data spill in Impala.

Senior Analyst   11/2020 - 07/2021

EXL Services   Gurgaon, India

- **Developed customer segmentation** in PySpark by analyzing performance across various sales channels, resulting in **~17% increase** in **sales leads** and a **boost** in **market share**.
- Engineered and implemented a **topic modeling** initiative using Latent Dirichlet Allocation (LDA) in Python to extract **meaningful insights** from **unstructured data**, optimizing customer feedback categorization and **reducing manual labor** by **over 90%**.
- **Identified bottlenecks** in the **customer journey** through support channels and suggested solutions, resulting in a **45% boost** in **CSAT** scores and a **34% reduction** in **customer care call time**, **enhancing** overall **customer experience** and **efficiency**.

Senior Analyst   04/2018 - 11/2020

Kantar   Bengaluru, India

- **Identified gaps** in **user experience** on both the website and app for an entertainment company, **formulated hypotheses**, and executed **A/B tests**, resulting in a **13% surge** in **free trial to paid conversions** and an **9% improvement** in **subscriber retention**.
- Deployed a **recommendation engine** in TensorFlow using **latent matrix factorization** and **hybrid content-collaborative filtering** to address the **cold start** problem, resulting in **~7% boost** in **click-through rates** and **~12% increase** in overall **user engagement**.
- **Assisted** in the **successful launch** of an anime movie with **minimal advertising** by using **geospatial analysis** and engagement data, resulting in **3rd highest gross collection** till date.
- Built a **machine learning model** to **predict** the **likelihood** of a **customer** making a **repeat purchase** on the website of the largest US luxury jewelry brand, with targeted ads it resulted in a **20% increase** in **repeat purchases**.

Business Analyst   06/2016 - 04/2018

Kantar   Bengaluru, India

- **Designed** and implemented **A/B tests** to **evaluate** the **effectiveness** of various **marketing email** designs for cross-selling, resulting in **~7% revenue boost**.
- **Analyzed** the **customer journey** through **funnel analysis** to **identify** major areas of **dropout** and provided **data-driven recommendations**, resulting in over **3% drop** in **churn rate**.
- Developed **supervised models** like Customer Lifetime Value and churn prediction, as well as **unsupervised models** such as customer segmentation, to **aid stakeholders** in **decision-making**.
- **Created** various **dashboards** with **key performance indicators (KPI's)** to provide stakeholders with **insights** into **product health** that **enhanced decision-making accuracy**.

AWARDS

People Manager Award(2023)

Effective collaboration with cross-functional teams, surpassing expectations in first phase delivery of product.

Sirius Award(2019)

Successfully delivered a series of complex projects leading to contract renewal and an increase in contract value with client.