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sudhanshu chib

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+ summary

Data Scientist with 8 years of industry experience in machine learning, business analytics & visualization, requirement gathering and client engagement

+ employment

Crisil Irvana

Lead Analyst

Aug 2016 to Current, Aug 2016 to Current

NYC, USA

- a) Designed an online lead generation solution for a large asset management firm. The solution used text mining to automatically identify client profiles from social and professional media platforms like LinkedIn, Facebook and Twitter
- b) Developed a model to generate signals from company filing (10K and 10Q) based on text similarity indices. Model also gives sentiment scores for company based on bag of words methodology
- c) Worked on a POC for multi-asset reporting solution for a global bank. The solution required integration of existing client data systems with external data sources to develop a comprehensive reporting platform leveraging Qlikview and Nprinting
- d) Working on developing data lineage for multiple models for a leading global bank's risk practice. Reporting insights and business metrics through Tableau

Evalueserve

Manager, Data Analytics

Jan 2016 to Aug 2016

India

- a) Segmented customer base using a combination of RFM and linear regression and derived product price elasticity models using log-linear method for a leading US based manufacturing & home improvement firm
- b) Developed a text classification model using a combination of Naïve Bayes, Latent Dirichlet Allocation, Support Vector Machine & Random Forest to classify social media data into homogeneous theme buckets

Evalueserve

Sr Business Analyst

Dec 2013 to Dec 2015

India

- a) Designed a framework to identify innovative products based on Point Of Sale (Nielsen) and product claim (GNPD) data for a CPG major. The framework defined quantitative benchmarks that helped in ranking the products (best to worst) based on their market performance
- b) Created Price Elasticity models for various products offered by a leading European print media firm
- c) Upgraded the existing sales pricing grid and created a unified pricing tool for the print media client
- d) Developed price forecasting model for specialty chemicals in US & European market using autoregressive time series model (ARIMA)
- e) Designed a model to calculate sales channel wise Customer Lifetime Value for a leading consumer electronics firm
- f) Designed a football match prediction model for FIFA World Cup 14 using the Moneyball concept and Monte Carlo Simulations
- g) Forecasted new product (electrical equipment) sales using Bass Diffusion Model for middle eastern market

CenturyLink

Associate Analyst

Apr 2013 to Dec 2013

India

- a) Derived data driven business insights across direct consumer and small business markets for product strategy and marketing campaigns
- b) Developed data model for identifying Next Best Offer for the customer using Affinity Analysis (Market Basket)
- c) Managed key methodologies and communication of relevant and timely information to the wider business to ensuring informed decision making

Tech Mahindra

Technical Associate

Oct 2009 to Apr 2012

India

- a) Analyzed network data for outage detection and optimal network operations
- b) Developed and reported KPIs that helped analyze telecom system performance

Honeywell

Technical Associate

Apr 2009 to Oct 2009

India

Assessed needs and requirements for security systems and prepared customer proposals, associated cost summaries of equipment and man-hours required

+ education

Great Lakes Institute of Management,
India

MBA Operations and Marketing 2013

Amity School Of Engineering and
Technology, India

Bachelor of Engineering and Technology

Electronics and Communication 2008

+ certifications

Certificate in Statistical Learning by Stanford
University

Certificate in Machine Learning (Analytics Edge)
by Massachusetts Institute of Technology

Foundations of Marketing Analytics by ESSEC
Business School

Foundations of Strategic Business Analytics by
ESSEC Business School

+ skills

DATA ANALYSIS	DATA VISUALISATION	PLATFORMS
Python	Tableau	Apache Spark
R	R-Shiny	
PySpark	Bokeh	
SQL	QlikView	
SAS		