Top Skills

Predictive Analytics

Analytics

Business Analytics

Honors-Awards

Member of Program Committee of
13th International Conference on
Machine Learning and Data Mining
MLDM 2017

Member of the Month - March 2009,
AnalyticBridge

Mentor in Global Datathon 2018
organized by Data Science Society,
Bulgaria

Publications

List Price Optimization Using
Customized Decision Trees. ICDM
2016: 438-444

Simulation Based Approach for
Special Discounting Threshold

List Price Optimization Using
Customized Decision Trees. MLDM
2016: 88-97

Shashank Shekhar

Head - AI Labs at Subex
Bengaluru

Summary

Shashank Shekhar is Head of Data Sciences - Transformative
Projects at VMware having 12 years of experience in Data Sciences
and Machine learning varying across verticals including consumer
insights, customer service, inventory management, merchandising,
marketing and pricing in both B2C and B2B industries.

In the past, he has worked in Target, Amazon and Flipkart and has
been involved in solving various complex business problems using
Machine Learning and Data Sciences. He has been part of the
program committee of several international conferences like MLDM.
He has multiple publications in the field of data sciences, machine
learning, deep learning and image recognition in several international
journals of repute to his credit.

Currently he is Manager in Data Sciences CoE at VMware and
heading the Data Sciences development team which solves
problems in various domains including Pricing, Partner, Marketing,
Sales and R&D using machine learning, deep learning and data
sciences.

• Data Sciences leader with diverse experience across verticals
including CPG, Retail, Hitech and E-commerce domains
• Capability to strategize and drive Machine Learning and Advanced
Analytics projects
• Rich experience in driving Analytics for global and Indian E-
commerce/Retail/CPG companies
• Experience in managing diverse talent

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Experience

Subex
1 year 1 month

Head - AI Labs

August 2020 - Present (1 month)
Bengaluru, Karnataka, India

Heading AI labs (AI/ML, Data Sciences and Advanced Analytics practices) for Subex, CrunchMetrics and IDCentral

Head - Advanced Analytics & Data Sciences
August 2019 - July 2020 (1 year)
Bengaluru Area, India

Heading the Data Sciences teams of Subex, CrunchMetrics and IDCentral.

VMware
Head of Data Sciences - Transformative Projects
October 2014 - August 2019 (4 years 11 months)
Bengaluru Area, India

Flipkart
Analytics Lead-Marketing and CS
May 2014 - October 2014 (6 months)
Bengaluru Area, India

#Managed team of Analysts and Senior Analysts responsible for delivering analytical solutions to Marketing and CS Teams
Created an interactive marketing and CS dashboard with normalized and denormalized views at weekly, monthly and quarterly levels
Built multiple regression based models to measure the impact of various pyramids on NPS. The results were used to decide the target for each function
Analyzed VOC survey and gave meaningful insights to business to enhance customer experience
Built an enterprise level customer segmentation schema based on customer life time value and headroom potential

Amazon
1 year 6 months

Business Analyst II - International Expansion
April 2013 - April 2014 (1 year 1 month)
Bengaluru Area, India

Business Analyst II - Inventory Management
November 2012 - April 2013 (6 months)

Target
3 years 9 months

Senior Business Analyst- Research & Development
January 2011 - November 2012 (1 year 11 months)
Bangalore

Senior Business Analyst-Guest Insights
April 2010 - January 2011 (10 months)
Bangalore

Business Analyst-Guest Insights
March 2009 - March 2010 (1 year 1 month)
Bangalore

Marketics
Senior Business Analyst
February 2008 - March 2009 (1 year 2 months)
Bangalore

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