# VYOM BHUSHAN

Sr Data Scientist | AI-Assisted Workflows & Analytics | Experimentation & Behavior Modelling
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## RELEVANT WORK EXPERIENCE

**Allica Bank** (B2B fintech for MSMEs)                                          (Remote, London, United Kingdom) Jan, 2024-Present
Sr. Analytics Engineer, Growth
• **Conversion optimization:** Built XGBoost propensity models on behavioural/demographic features to score and target high-intent leads in real-time increasing conversions by **30%** across channels.
• **Customer scoring framework:** Built composite model (balance growth, wallet share, transaction volume, engagement signals) to rank customers for RM outreach, increasing outreach success by **45%**
• **AI Ops Assistant**: Metric definitions and operational knowledge were fragmented across tools and individuals. Built an internal RAG based AI-assistant enabling governed natural-language access to trusted business and data sources reducing ad-hoc queries, improved self-serve analytics, established single source of truth

**CheQ** (B2C Credit Repayments & Lending Platform)                              (Hybrid, Bangalore, India) July, 2022-Dec, 2023
Founding team (**10th employee**) | Lead Data Analyst, Product
**Key Highlights:** +**$125M/month** in GTV | +**1M users** (50% Organic) in 1st year | Raised **$21M** in Funding | **86%** repeat users
• **1-person data team** for 1ˢᵗ year; reporting directly to CPO and CEO
• **Behavioural event tracking:** Deployed event tracking via Segment-style architecture(mParticle); automating large scale collection of customer data of **+1M users**, foundation for funnel analysis, cohort retention, and feature adoption(Figma)
• **Analytics stack & data democratization:** Architected the **decision infrastructure** from scratch (BigQuery, Metabase, Looker, Segment-style event tracking) enabling self-serve analytics across PMs, engineers, and marketers.
• Optimized GCP usage saving ~**$15k/month** in cloud & infrastructure cost (Case Study)
• **Monetization experimentation:** Designed segmented A/B test on platform fees by transaction volume, reward accumulation, and burn rate. High-LTV users showed no retention drop; attrition in low-value segments only. Shipped tiered fees bringing in **$800k/month** in platform fees
• **Fraud analysis:** Spotted reward burn at 7–8x forecast; investigation revealed 7% of users drove 50% of burn via duplicate accounts and transaction reversals. Built fraud-flag model, redesigned onboarding, saving ~**$100k/month** in voucher burn

**ZS** (Management Consulting specializing Analytics)                            (Remote, San Francisco, USA) Jan, 2021-Sep, 2022
Senior Product Analyst
• **0-to-1 product build:** Built and launched Budget Planner — ZS's first B2B marketing optimization platform for pharma clients. Defined success metrics, designed analytical models — reached $2M ARR in Year 1.
• **Cross-functional leadership:** Product Owner for team of 30 (engineering, UX, analytics). Reported to C-suite, managed Fortune 500 stakeholders. Influenced direction through data

**Krishifal** (B2B E-commerce platform)                                          (Remote, Delhi, India) Jan, 2019-Dec, 2020
Analyst
• Led the development and deployment of a comprehensive e-commerce platform within 4 months, collaborating with 3rd party vendors to ensure high-quality deliverables within budget constraints
• Designed and implemented a logistics and distribution module leveraging **geographical data**, **reducing distribution costs** by **45%** and optimizing delivery efficiency for the platform.

## SKILLS

**Experimentation**: A/B testing, incrementality, holdout testing, causal inference, Bayesian methods, experimentation design
**Modelling**: Propensity models (XGBoost), LTV modelling, regression, time series, media-mix, segmentation, cohort & funnel analysis
**Stack**: SQL (advanced) | Python (Pandas, NumPy) | BigQuery | dbt | Segment | Mixpanel | Metabase | Looker | Airbyte | GCP | Git
**AI Workflows**: Claude API, OpenAI API, LangChain, RAG, ChromaDB, prompt engineering, agent orchestration
**Product & Growth**: Full lifecycle (acquisition→retention→monetization), SaaS metrics, growth loops, PLG, self-serve analytics

## AI PROJECTS

• RAG-powered **Natural Language-to-SQL agent** using Claude Sonnet 4 API and LangChain for agent orchestration; integrated Sentence Transformers (Hugging Face) with ChromaDB vector database for semantic retrieval (Repository link)
• AI **travel assistant** with Claude API orchestration featuring intent extraction, multi-day itinerary generation, theme-based planning, LLM-as-judge evaluation, and production-grade cost tracking (Repository Link)

## EDUCATION

VIT, VELLORE • Bachelor of Technology • Computer Science Engineering • Data Science & Statistics
**Extra**: Played Chess (India Nationals 2012 & 2014)