GURTEG SAWHNEY

Email: *gurtegsa@buffalo.edu* | ***Phone:*** *(716) 907-9270* | ***Address:*** *Buffalo, NY – 14215*
LinkedIn*:* https://www.linkedin.com/in/gurtegsawhney | ***GitHub****:* https://github.com/gurri

SKILLS

Programming Languages: Python, R, Java
Database and Machine Learning: MY SQL, Hive, Big Query, AWS, Linear/Logistic Regression, CART, Random Forest, Naive Bayes, SVM, KNN, K Means, Parameter Tuning, Boosting

Frameworks: Pandas, Scikit- Learn, Tensorflow, Matplotlib, Numpy, Selenium
Data Science & Miscellaneous Technologies/Tools: Tableau, Metabase, Advanced Excel, Statistics, A/B Testing, Hypothesis Testing, Git, Flask, Airflow, Microsoft Azure

EDUCATION

University at Buffalo, State University of New York – M.S. Data Science Aug 2021 –Dec 2022

Courses: Introduction to Probability Theory for Data Science, Statistical Learning and Data Mining 1, Statistical Learning and Data Mining 2, Numerical Mathematics and Computing, Programming and Database Fundamentals, Machine Learning, Deep Learning, Data Models Query Language

University School of Information & Communication Technology, Delhi, India – B.Tech IT Aug 2011 – Jun 2015

WORK EXPERIENCE

THE MATH COMPANY – Senior Associate, Data Science Aug 2020 – Jul 2021

- Worked on building a **Causal Inference** Model – to analyze the new membership service to be launched by a top global US based ecommerce giant (**Walmart**) which helped strategize the optimum membership plan
- Led the **Marketing Analytics** campaigns, succeeded in achieving a **12%** increase in the Acquisition rate, Hypothesis Testing and analyzing the Acquisitions, Churn and Customer Behavior
- Team Lead for junior Analysts and Data Scientists

OYO ROOMS – Business Analyst, Data Science May 2019 – Jul 2020

- Set up automated data pipeline flows from the databases to Google sheets, **Tableau** dashboards using **SQL (Hive), R** and automated daily Email tasks/reports on WhatsApp using Python/R , saving 2-3 hours/day
- Created **predictive models**, analyzed large datasets using Statistical techniques/Machine Learning algorithms and provided key insights
- Collaborated with tech team to deploy the **models** (Azure) into the internal app used by sales team and created Business Requirement documents for any new features in the applications/database structuring for optimized querying

RELIANCE GAMES (ZAPAK MOBILE GAMES PVT LTD) – Data Analyst Jul 2018 – Apr 2019

- Queried TBs of data from Database using **SQL/R** for Android/IOS games to generate trends and patterns
- Analyzed **user Playing Behavior, Churn Analysis, Player Segmentation, LTV etc. using R and Machine Learning algorithms** –driving player Retention, Engagement and Monetization

TECH MAHINDRA – Software Engineer, Analyst Dec 2015 – Jun 2018

- Gathered data for different web applications from the Databases **(using SQL queries),** preparing data, visualizing it, analyzing it (**using R/Excel**) and drawing conclusions regarding the customer usage patterns/performance based on the data analysis to help in devising business strategies for the client (**AT&T**)

RECENT PROJECTS

Focus Cluster Grid Segmentation (**OYO Rooms**) **-** To identify hot grids (areas) in each city where profitable supply could be on boarded. Scraped housing/PGs data from the web, cleaned it, performed Feature Engineering and created Clustering model with 4 clusters for each city based on demand and proximity to essential areas such as tech parks, colleges, ATMs, banks etc. Tools used - **Selenium, R, K means clustering algorithm, Google Geocoding API .** The Model helped onboard **40+ properties in 6 cities** with average M3 occupancy of **65%** and average profitable margin of **25%**

Lease Prediction (**OYO Rooms**)- To predict the optimum lease for the new properties to be on boarded Scraped housing data. Queried data from the database, cleaned, manipulated, performed feature engineering and created a Regression model to predict the area wise lease amount for each city Tools used - **Selenium, SQL, Python, Linear Regression/Random Forest/KNN, Google Geocoding**. The Model helped **increase the profitable margin by 15%** in 4 major cities

Player Churn Prediction (Reliance Games)- To predict the paid players which could churn in future. Queried around 5TB data from the database, cleaned, manipulated, performed feature engineering and created a Classification model indicating churn or not churn for any player . Tools used - **SQL, Python, Logistic Regression/Decision Trees/Random Forest/Naive Bayes .** The Model helped **decrease the Day 15 paid player churn rate by 3%** leading to **1% increase in revenue**