NEELABH DUBEY

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EDUCATION:

University of Southern California, Marshall School of Business – Los Angeles, CA **Dec 2022**
Master of Science in Business Analytics (STEM) **GPA: 3.7**
A/B Testing, Chi Square, ANOVA, Regression, Time Series and Forecasting, Data Driven Decision Making, SQL Databases, Statistical Computing & Data Visualizations, Linear Optimization, Network Analysis, Fraud Analytics, NoSQL, Tableau, Neo4j

M.S. Ramaiah Institute of Technology – Bangalore **June 2016**
Bachelor of Engineering, Electronics and Instrumentation Technology **GPA: 3.5**

Academic Projects:

Identifying prime features for LA property valuation:
- Formulated a predictive statistical model to estimate LA property valuations. Architected Filter methods (Chi Square test and Fisher's score), Wrapper methods (Forward Selection and Backward Elimination) to pick up intrinsic properties.

Fraud Detection on NY Property Dataset (Unsupervised Model):
- Examined 1M+ records of NY Properties to detect anomalous representations of properties. Created Expert Variables for feature engineering, implemented PCA for dimensionality reduction and Autoencoding and Z scaling methods to score and rank properties by a fraud rating.

10+ Insights Extraction & Interactive Dashboard (Plotly-Dash) on US Road Accident Dataset:
- EDA to identify the most accident-prone location, time, weather, and road conditions. Presented analytical insights on Tableau dashboard and recommended correction measures to reduce severity of accidents.

HUMANA Mays Analytics Challenge:
- Probed a healthcare dataset pertaining to COVID 19 Vaccine Demographics, implemented Recursive Feature Engineering and Logistic Regression algorithms to engage with information around Vaccine hesitancy.

Adobe Analytics Challenge:
- Queried real Walt Disney data to provide insights on subsequent consumer purchases, driving order value, implications of customer purchase flow and cart abandonment recovery

Telecom Customer Churn Prediction:
- Analyzed customer demographics and bundled services subscription pattern of customers to identify tenure and predict churn using EDA and Logistics Regression, deployed Plotly-Dash to create interactive dashboard

Professional Experience: Deloitte Consulting Nov '16 – July '19

Business Technology Analyst
- Architecting, modeling, and implementing end to end functionality by transforming planning processes from legacy systems to cloud based solutions which optimizes performance and improves collaboration. Served multiple clients to transform planning processes (Finance and FP&A functional transformations, Value Based Budgeting) by modeling on an integrated Cloud-based solution to get a consolidated view of different Key Performance Indicators (KPIs)
- Framed and formulated rolling forecasts for an assortment of finance metrics, designed Sensitivity Analysis table (What-If Scenarios) to optimize and compare various profitability ratios.
- Streamlined budget reviews and approvals, automated and accelerated management reporting by 50%.

Forecasting & Dashboards, Time Series Forecasting
- Designed and built Revenue & Operating Expenses planning, Income Statement forecasting & Cash Flows.
- Flexible driver-based forecasting to include different nuances of goods, services, subscriptions, licenses.
- Building and Comparing scenarios that represent holistic business plans i.e., aggressive, conservative, and What-If scenarios.
- Linking finance, sales, and operations data for a seamless big picture financial planning.
- Sketched and devised Statistical Forecast model to establish demand baseline metrics.

POCs:
- Showcasing hyper block technology that allows merging of datasets in Anaplan and outlining other game changing advantages such as multidimensional architecture, lists, hierarchies, and subsets.

SKILLS & INTERESTS:

- Statistical Modeling, Exploratory Data Analysis, Data Wrangling, Data Mining, Business Intelligence
- Programming Languages: SQL, Python, NoSQL
- Machine Learning: Regression, Clustering, MLlib, PlotlyDash, Seaborn,Decision Tree, Naive Bayes, KNN, K-Means, Random Forest, Gradient Boost
- OLAP & ETL/ Modeling Tools: Anaplan, Tableau, Gephi, Gurobi