ABHISHEK BASKAR

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PROFILE

Dedicated data scientist with 5+ years of experience in designing robust solutions to drive revenue and cut costs for CPG and E-commerce industries; now learning and upskilling at the MS BAIM program at Purdue, graduating in August 2025

- **Languages**: Python (Pandas, NumPy, Scikit-learn, Tensorflow, Gurobipy, LangChain), SQL, PySpark, R
- **Tools and Technology**: Excel, Amplitude, Jupyter, Tableau, Git, Snowflake, Azure Databricks, Azure Data Factory, AWS Sagemaker, MongoDB
- **Machine Learning**: Exploratory Data Analysis, Feature Engineering, Regression, Clustering (Segmentation), Classification, A/B Testing, Deep Learning (LSTM, GRU, CNN), Prompt Engineering, Gen AI Workflows

EDUCATION

Purdue University, Daniels School of Business — **West Lafayette, IN**
Master of Science in Business Analytics and Information Management — **August 2025**
Teaching Assistant – Python Programming Undergraduate Course, Data Mining Graduate Course

Sri Venkateswara College of Engineering — **Sri Perumbudur, India**
Bachelor of Engineering in Electrical and Electronics Engineering — **May 2018**

PROFESSIONAL EXPERIENCE

Krenicki Research Center – Purdue University — **West Lafayette, IN**
Data Scientist — **May 2025 – Present**
- Collaborated on the design and development of open-source Python based logistics simulator for mid-mile operations in the US with intermodal transportation

AgReliant Genetics — **West Lafayette, IN**
Data Science Intern (Capstone Course) — **January 2025 – April 2025**
- Reduced delivery costs for 16% of customer base in FY24, using a two-stage stochastic linear program for better inventory distribution and reduced internal transfers, delivered through self-serve Python notebook
- Designed metrics to track supply chain efficiency; recommended safety stock levels for warehouses per product

Hopscotch Wholesale Trading Pvt. Ltd. — **Bengaluru, India**
Senior Business Analyst — **May 2022 - July 2024**
- Revamped product listing page sort algorithm for this ecommerce startup, coordinated with several key stakeholders to ensure successful implementation, leading to revenue per user improvement of 9.5%
- Collaborated on design and implementation of AB Test measurement framework based on statistical significance of lift in conversion and of sample size; measured 3% lift in units per user due to new feature
- Performed RFM segmentation to better understand customer behavior across different product categories, helped marketing team conduct customer surveys/campaigns; increased customer acquisition by 5%

Mu Sigma Inc. — **Bengaluru, India**
Team Lead — **April 2021 - May 2022**
- Led 2-member Business Intelligence Group of Analytics Team of a Global Sports Retail company subsidiary, designing and revamping 10+ dashboards to improve insight generation for several teams
- Designed, developed and maintained demand-side dashboards, capturing channel level performance, buyer trends and customer universe summary statistics, saving users 7 hours per week
- Collaborated to build Customer Segmentation models for this retailer, using Clustering Machine Learning approach; profiled meaningful customer personas for personalized marketing campaigns for CRM teams

Decision Scientist — **November 2018 - March 2021**
- Designed solution for workflow automation using Tableau-based reports, for supply-side planners of business segment of Global CPG company, reduced stakeholders involved and saved 5 hours per week per planner
- Implemented above solution to flexibly trigger data processing to handle delays and failures in raw data pipelines owned by other vendors, helping save additional 3 hours per week per planner

ACADEMIC PROJECTS

- **PowerPoint Creation using Gen AI –** Implemented a workflow using Large Language Models to automate the creation of a PowerPoint presentation from an existing PDF/Word document and a template slide
- **Bankruptcy Prediction for Firms** – Predicted if a firm would declare bankruptcy using ensemble model of neural networks and gradient boosted trees, reaching top spot on Kaggle private leaderboard with AUC of 0.98
- **Tweet Classification for Disasters** – Classified if a tweet was about a disaster or not using an ensemble model (LSTM, GRU) and a BERT based model, achieving a F1 score of 0.83 on dataset of 10k+ tweets