

ACHINTYA ACHARYA

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PROFILE

- Analytics professional with 5+ years of Analytics Consulting experience catering custom IT solutions to facilitate data-driven decision making for UK based manufacturing client
- Core competencies** – Google Analytics, A/B Testing, Data-driven Marketing, Consumer Behavior Analysis, Supervised and Unsupervised Machine Learning, Pricing Optimization, Big Data
- Skilled in Python, SQL, R, Google Analytics, PowerBI, Tableau, SAS Enterprise Miner**

EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management

June 2022

- Dean's List - Fall 2021**

Nirma University, Institute of Technology

Ahmedabad, India

Bachelor of Technology, Electronics and Communication

May 2016

PROJECTS

- Google Search Ads Campaign for Dehytray**
 - Designed and deployed multiple ad campaigns on Google Ads for customer acquisition
 - Measured impact of different purchase motivations by running multivariate A/B tests and consequently optimized future marketing campaigns through utilizing high-performing keywords
 - Identified and segmented target audience for campaign execution and suggested appropriate product pricing
 - Achieved higher than industry average click-through-rate of 3.14% by generating segment-relevant ad exposure
- Phishing Email Classification – [GitHub](#)**
 - Conferred Crossroads Classic Analytics Champion 2022 among 200+ participants and awarded \$5000 prize
 - Built a classification model through text feature extraction and NLP modeling achieving 0.97 AUC
 - Developed an API using Flask for integration into IT infrastructure for prevention of phishing attacks
- Credit Card Default Prediction**
 - Created an ensemble model using Decision Trees and Gradient Boosting with 0.78 AUC to classify users likely to default on credit card payments based on historical information
 - Recommended risk-based interest rate calibration system based on default likelihood of new customers
- Craigslist Resume – Job Posting Recommendation Engine**
 - Designed a Python-based recommendation application through application of Bi-LSTM model
 - Provided accurate (80% relevance) job recommendations to job-searchers and employee matches to job-posters

PROFESSIONAL EXPERIENCE

Tredence Inc.

West Lafayette, IN

Marketing Data Analyst Student-Consultant

Jan 2022 – April 2022

- Automated A/B Testing Accelerator**
 - Developed an accelerator using Python and Flask for automated A/B testing to analyze impact of various marketing campaigns in terms of user defined KPI metrics for a US retail store chain
 - Designed Tableau dashboard for visualizing advertisement performance as measured by revenue generated and average-order-value for retail stores across geographies reducing report generation time by 23%
 - Published research findings in Mid-West Decision Science Institute - [Link](#)

Tata Consultancy Services

Pune, India

IT Business Analyst – Tech Lead

June 2016 – July 2021

- Application Performance Forecasting and KPI Dashboards**
 - Developed and maintained KPI dashboards on Tableau for assessing application performance
 - Forecasted application usage and presented to leadership for influencing product roadmap strategies
- Robotic Process Automation Improvements**
 - Pioneered RPA based process improvements for reducing person-hours efforts by ~16%
 - Led global cross-functional teams of software developers in developing enterprise-wide automation solutions using UiPath for manual tasks thereby reducing operational costs for client
- Group-based access control system**
 - Reduced request turnaround time by 95% by implementing AD group-based access control system for client
 - Managed a global IT team for development and deployment of solution
 - Presented with “Star Team” award for reducing annual client spend in systems’ maintenance by 42%
- Utilized distributed systems and built data pipelines using Oracle SQL for gauging impact of file corruption on collaboration tool and consequent migration of data to cloud platform**

AWARDS & HONORS

- 2022 SAS Optimization (Revenue maximization through vendor selection) Challenge Competition Winner - [Credly](#)
- Presented twice with “On the Spot” Award and “Service and Commitment” Award, and received “Best Team” Award during tenure at Tata Consultancy Services