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, Big Data, Agile, Regression and Classification models, Clustering, Decision Trees, Ensemble Models**
- 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**

WORK EXPERIENCE

Tredence Inc.   **West Lafayette, IN**
Marketing Data Analyst Student-Consultant   **Jan 2022 – April 2022**
- Reduced ~90 person-hours effort by developing an accelerator using Python and Flask for running automated A/B tests to analyze impact of various marketing campaigns 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 decreasing reporting time by 23%
- Published research findings in Mid-West Decision Science Institute - [Link](#)

Purdue University   **West Lafayette, IN**
Marketing Data Analyst Student-Consultant   **August 2022 – April 2022**
- Achieved higher than industry average click-through-rate of 3.14% by designing and deploying multiple ad campaigns on Google Search Ads for JUA Technologies International
- Measured impact of different purchase motivations by running multivariate A/B tests and consequently optimized future marketing campaigns through utilizing high-performing keywords

Graduate Student Consultant
- Increased on-time delivery rate from 89% to 95% by created ELT pipeline on SQL for fetching time metrics for Mursix Corporation and conducting RCA on shipment delays
- Built a classification model([GitHub](#)) 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
- Conferred Crossroads Classic Analytics Champion 2022 among 200+ participants and awarded $5000 prize
- Recommended risk-based interest calibration system by creating an ensemble model using Decision Trees and Gradient Boosting to classify users likely to default on credit card payments based on historical information

Tata Consultancy Services   **Pune, India**
IT Business Analyst – Tech Lead   **June 2016 – July 2021**
- Forecasted application usage and presented to leadership for influencing product roadmap strategies
- 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
- Developed and maintained KPI dashboards on Tableau for assessing application performance reducing report generation time by ~40%
- 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 for reducing annual client spend in systems' maintenance by 42% leading to being presented with "Star Team" award
- 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

PROJECTS

- Developed an [Rshiny App](#) with 89% prediction accuracy of winning odds of soccer team
- Created a linear programming model for optimized soccer team selection with budget constraints

AWARDS & HONORS

- 2022 SAS Optimization 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