

WORK EXPERIENCE

Total Experience: 4.5+ years

Ugam, a Merkle company, Pune	Sr. Analyst (Analytics) <i>Sept 2021- till date</i> <ul style="list-style-type: none"> Working on Marketing Analytics for a Fortune 100 Healthcare company, to support better decision making, optimizing marketing spends and drive revenue through actionable insights Worked closely with strategy team to accommodate the client requests and provided optimum solutions using predictive analytics, statistical tests, pivot tables, complex queries and business rules Worked on customer propensity modelling to identify the propensity of the customers to engage with the communications to optimize the marketing spend using logistic regression. Ranked all the prospects by their propensity and created decile groups to analyze the lift for top deciles. Worked on Cross-validation strategy to avoid over fitting for the new unseen data Worked on Portfolio clustering for various brands (Annual revenue of \$20B+) to devise an optimized marketing communication strategy for different customer clusters using KModes and KMeans. Performed the rescore clustering for the second half of the year to track how the customers are moving within the clusters, which helped in identifying customers behavior Performed Migration analysis for month on month change in product sales data to analyze the decline in market share and possible scope for the new product launch Worked on Time series forecasting for sales data. Analyzed large datasets and prepared new features for forecasting. Performed statistical significance tests using t-test, z-test, p-test as part of A/B testing and variable importance/significance check in regression modelling Analyzed the performance of inhouse and third-party vendors for email marketing, which helped in devising better Email marketing strategy. Worked on benchmarking the Email channel performance against the industry performance and brand performance Worked on Data cleaning, Feature selection, Transformation, Feature engineering, Dimensionality reduction, modelling and model validation Technical proficiency in Python, SQL R, SAS, MS Excel and Tableau. Recently, gone through the training for Databricks platform. Hands on experience with working on algorithms like XGBoost, CATBoost, LightGBM, Random Forest, GLM, Logistic Regression, Linear Regression and Clustering algorithms like K-Modes, K-Prototype along with Factor Analysis, PCA & LDA
Healthark Insights, Ahmedabad	Consultant - Analytics <i>June 2021- Sept 2021</i> <ul style="list-style-type: none"> Worked on Claims Analytics & Patient journey pilot projects for new business initiative. Worked on Descriptive analytics as part of the claims analytics to assess the claims parameters (cost, days spent in the hospital, revisit and frequency etc.) by demographics, regions, diagnosis, providers and other parameters. Analyzed large datasets using Python & SQL to generate valuable insights. Generated valuable findings by working on longitudinal data (Time series) as part of the claims analytics
Transformers & Rectifiers (I) Ltd., Ahmedabad	Engineer –Product development & Design <i>Jan 2016-Apr 2019</i> <ul style="list-style-type: none"> Worked primarily on new product development, R & D & design of high voltage current transformers. Was responsible to design the parameters for the instrument to achieve the optimum measurement accuracy class and dimensions Played key role in launching 2 new product lines with annual revenue of 25 cr. INR Worked closely with clients, entertaining their requirements and designing possible product solutions. Headed ERP implementation in the system for new products Was responsible for Buying specifications and Standard Operating Procedures (SOP) of the product and successfully incorporated ISO 9001:2015 certificate and documentation for the department

ACADEMIC QUALIFICATIONS

MBA	Institute of Management, Nirma University (2019-21) Score: 8.3/10	Major: Marketing Minor: Business Analytics
B. Tech	School of Technology, Pandit Deendayal Petroleum University, Gandhinagar (2011-15) Score: 6.87/10	Electrical Engineering

EXTRA CURRICULAR ACTIVITIES

<ul style="list-style-type: none"> Handled the whole project for an Android video app development – “GodFlix” for an NGO, which reached 10,000+ downloads on Appstore and received 4.9/5 rating with 140+ reviews. Member of News Junction, IMNU (2019-2021) Responsible for flagship daily newsletter ‘Daily Dose’ (based on daily business news) reaching 1200+ subscribers. 	
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ACHIEVEMENTS

<ul style="list-style-type: none"> Ranked amongst the top ~10% (Rank - 434/4875 participants worldwide) with Bronze Medal in AMEX Customer Default Prediction ML competition organized by American Express on Kaggle Ranked amongst the top ~10% in Song Popularity Prediction organized by MLSpace on Kaggle Secured Rank 18th amongst the 242 students’ batch of MBA, IMNU Secured the rank in top 300 in online trading competition "Trade mogul-India 2014" organized by Futures First. 	
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