Akshay Shewani

Data Science & BI

Data-Driven Decision Maker & Analytics Leader with a Passion for Innovation. Experienced in providing insights to businesses, with a prime focus in driving sales and marketing efforts using LLMs & Advanced Analytic Techniques in the Institutional, Wealth Management & Marketing domain.

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WORK EXPERIENCE

VP Quant Analytics & BI
JP Morgan Chase

08/2021 - Present

Key Responsibilities/Tasks

- Created customer segmentation model to recommend sales and Marketing touch points with clients based of client engagement improving **CTR by 20%.**
- Created Conversational BI chatbot using **Agentic and RAG Framework**
- Led the creation of a recommendations engine for Sales advisory teams based off user engagements improving conversions by **15% and ~1B incremental sales**
- **Customer Lifetime value** prediction engine to rationalize sales and marketing efforts leading to unlocking long term client value.
- **Personalization Recommendations** model based off implicit and explicit feedback
- Created a customer segmentation model to identify Business at risk
- Clients insights MCP servers giving access to standardized insights
- Created **Product of Interest** model based off client engagement improving
- AI driven **hyper personalized content** based off client preferences improving engagement

Senior Manager Big Data & Advanced Analytics
Morgan Stanley Advantage Services

09/2016 - 08/2021   *Mumbai*

Key Responsibilities

- Creating Informatica Data Pipelines for integration with Various Data Sources as batch
- Worked with the team that lead the effort for Integration Stock Plan data **(20 Mill participants** & holdings) into existing CRM system
- Worked on the design effort for integration & orchestration of E-Trade data
- Responsible for preparing the roadmap for the team and the project
- Integration of E*Trade data resulting in **5 Mil** leads having over **$360 Bill AUM**
- Analyze Adobe Clickstream data for user journeys to provide context to engagement
- Salesforce Data Integration for Firm Clients and FAs across applications using ETL
- Prediction of client attrition based on user behavior patterns
- Analysis and prediction of unusual sales patterns using product sales information

Data Analytics
Credit Suisse (On Demand Agility)

11/2015 - 10/2016   *Pune*

Projects/Tasks

- Analyzing requirements based of FED regulations with respect to CCAR Reporting for 14A Trading MTM
- Liaise with stakeholders to identify factors impacting VaR Reporting
- Analyze existing reporting systems to identify the structure of expected data
- Incorporate Data Ingestion pipelines and implement data cleansing strategies
- Identify Trade and Scenario attributes in the existing framework that may be used
- Working with front office to procure additional Scenarios and Sensitivity data

Data Analyst
Smartstream Technologies
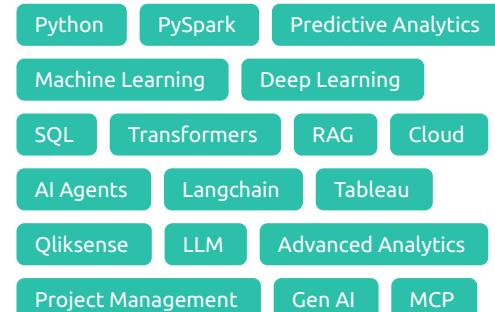
08/2012 - 11/2015   *Mumbai*

Projects/Tasks

- Analysis/Mapping for exchange derivatives data to SmartStream Data model
- Defining cross referencing rules to create unified feeds from multiple data sources
- Defining data cleansing rules to ensure only quality data enters the system

SKILLS

Python · PySpark · Predictive Analytics · Machine Learning · Deep Learning · SQL · Transformers · RAG · Cloud · AI Agents · Langchain · Tableau · Qliksense · LLM · Advanced Analytics · Project Management · Gen AI · MCP

CERTIFICATES

AWS Cloud Practitioner (04/2022)

General Assembly Data Science Essentials (02/2020 - 05/2020)

CFA Level 2

EPAT (Executive program in Algorithmic Trading) (12/2016 - 05/2017)

CDAC (ACTS PUNE) (02/2012 - 08/2012)

EDUCATION

PG Data Science (Indian School of Business - AMPBA)
Indian School of Business

Bachelor of Computer Application (2011)
Nagpur University

LANGUAGES

English
Native or Bilingual Proficiency

Hindi
Native or Bilingual Proficiency

SUPPORTED CAUSES

Women Empowerment · LGBTQA+ · Children's Education

INTERESTS

Boxing · Football · Music