

ANIKET CHHABRA

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PROFILE

Data Science professional with **7 years of experience** in **predictive modeling, decision science and project management** across **Financial Services, HealthCare and Manufacturing**. I am passionate about solving analytical problems with business impact.

EDUCATION

Degree	Year	School / University
PGPBA	2016	Great Lakes Institute of Management, Bengaluru
M.A. Economics	2011	Delhi School of Economics, University of Delhi
B.A. Economics	2008	M.J.K. College, University of Bikaner

TECHNICAL SKILLS AND EXPERTISE

- **Regression** – (Linear, Poisson, Negative Binomial, Logistic Regression, Uplift, Ridge, LASSO), **Additive** – (Spline and MARS), **Resampling Methods** – (Bootstrap and Cross Validation), Model Selection, **Decision Tree** – (CART, CHAID and C4.5), Bagging, Random Forest, **Boosting** – (ADA, Gradient and Xtreme – XG Boost), SVM, KNN, **Unsupervised Learning** – (Clustering, Segmentation and PCA), **Text Analytics** – (Text Mining, Sentiment Analysis and Topic Modeling), **Digital Analytics** – (Funnel Analysis, Online Engagement (Online Behavior) Analysis, Campaign Analytics, Web Sessions, and A/B Tests), Survey Analysis, Questionnaire Design
- SAS, R, Basic Python, Adobe Analytics Package – (Workspace, Discover and Report Builder), Hadoop, Hive, Tableau

WORK EXPERIENCE

Fidelity Investments – Workplace Solutions

March 2018 – till date

Lead – Advanced Analytics and Data Science (Health Care Analytics)

Leverage AI to provide Prescriptive Direction to Plan Sponsors for Medical Plan selection and Guidance based on Fidelity's personalized and benchmark Data of health conditions

- **Health Care Recommendation Engine** - To support Fidelity's 'Total Well Being of Participants' initiative building predictive models for 'Medical Care Avoidance Prevention' and 'Total Medical and Out of Pocket' cost predictions and recommendations for suitable 'Health Plan Enrollment' to participants. The models are being implemented in collaboration with 'IT Implementation Team' on a 'Decision Support Tool Engine'.
 - **Techniques/Tools Used** – Regressions, Random Forest, XG Boost
- **Client Risk/Non-Risk Funnel Attrition** – To prevent clients' rebids in the market, 'Feedback Loop Sentiment Analysis' built for Relationship Management team by understanding historical verbatim data from **Net Promoter Score(NPS)** to predict attrition of clients, developed and linked verbatim's to risk attributes of clients.
 - **Techniques/Tools Used** – Text Mining – Sentiment Analysis, Topic Modeling

Fidelity Investments, Workplace Investing

Nov 2015 – March 2018

Senior Analyst – (Product Analytics, Personalized Planning and Advice (PP&A) - Wealth Management

Conceptualizing, Executing and Delivering Data Driven Strategic Insights and Predictive Analysis to support Fidelity's Workplace Managed Accounts with Participants Acquisition and Retention

Acquisition Support:-

- **Client Prioritization** – To identify the best set of prospects in the market, 'Prospect Prioritization Model' was developed where each prospect was **scored and tiered** based on its Financial, Acquisition and Product Fit. This helped sales executives 'target' prospects in the small market and **achieve better response rate, increased efficiency and 20% higher assets**.
 - **Techniques/Tools Used** – Logistic Regression

- **High Value Participants Acquisition** – A study to develop managed accounts adoption prioritization approach, '**Participant Adoption Prioritization Model**' was built to identify highly attractive participants based on segmentation and also scored participants based on their likelihood to adopt the service.
 - **Techniques/Tools Used** – K-Means Clustering, Logistic Regression, Random Forest, XG Boost
- **Landing Zone Effectiveness** – Established Digital Analytics framework to understand the Participants end to end Enrollment Behavior. Immediate recommendations on changes in online enrollment process which resulted an additional inflow of **\$100M+** for the business in 2017.
 - **Techniques/Tools Used** – Digital Analytics Adobe Package – Workspace and Discover
- **Abandoner Digital Pathing/Behavior** – Conducted and analysis on '**Digital Pathing**' of participants' abandonment to identify most likely reasons for abandoning the enrollment. Recommended the business an improved abandoner trigger which allowed marketing to re-target the participants. The analysis supported the business' acquisition strategy of **\$252M** assets inflow in 2017.
 - **Techniques/Tools Used** – Digital Analytics Adobe Package – Workspace and Discover

Participants Lifecycle and Engagement:-

- **Participant Retention** – To identify the high risk of participants to support business' retention strategy, '**Participants Retention Model**' was developed where each participant is scored and identified drivers which influence their un-enrollment. The scored participants list was shared with cross channel team to generate out-bounds proactively to these participants to target their retention. The model implementation helped the business **retaining 650 participants** with worth of **\$139M Assets under Management**.
 - **Techniques/Tools Used** – Logistic Regression
- **Ongoing Advice/Beyond Investment Management** – Established a '**Digital Analytics**' framework in the enrollee experience space by launching a landing page to provide a holistic service to participants towards their retirement via engaging them through periodical market updates and updating their risk profiles.
 - **Techniques/Tools Used** – Digital Analytics Adobe Package – Workspace and Discover

Position of Responsibility: Core member of the '**Data Modeling & Analysis Competency Group**' within Fidelity's Business Analytics and Research Pyramid. This group had the responsibility of creating the one stop shop for all data and modeling related resources, **undertake trainings** as well as **act as a collaboration platform** for various teams across the pyramid.

Genpact India LLC, Gurgaon

Jul 2011 – Nov 2015

Assistant Manager – (GE Water and Process Technologies)

Nov'14 – Nov'15

Pricing Analytics in Manufacturing Domain.

- **GE Water and Process Technologies** – Worked as a statistical analyst in '**Deal Pricing Evaluation**' using predictive modeling on price predictions, '**Win-Loss Analysis**' and '**Text Mining**' of sentiments, Water treatment solutions of different water types.
 - **Techniques/Tools Used** – Linear Regression, Optimization Techniques

Business Analyst – (BFSI Domain)

Jul'11 – Nov'14

Worked closely with on-shore business partners on an array of questions aligned with leadership goals and strategies.

- Formulated **Conjoint Analysis Model** to identify the **importance of attributes** that influence purchase decision of discretionary items. This allowed business to make correct assortment changes and to optimize on marketing strategies.
- **Loan Default Model** – Built a '**Probability of Default**' model of credit card customers

AWARDS AND RECOGNITION

- **Workplace Investing President's Circle** in 2017 in the "**Innovation**" category for setting up the '**WI Managed Accounts Analytics Support**' with an annual business impact of \$350M

- **1st rank in Data Science Boot camp** in 2018 in Business Analytics and Research (BAR) unit
- **5 Fidelity's 'You have earned it Award'** since 2016 for several analysis supporting the business
- **Analytics and Reporting Competency Award** for contribution in establishing the SVM (Support Vector Machine) competency in BAR level
- **Genpact 'Green Belt Certification'** since 2014 for Design For Six Sigma (DFSS) methodology

OTHER INTERESTS

- Playing Table Tennis and Cricket
- Watching Movies and Sitcoms
- Reading and watching TED- Talks