

# RESUME

**ANIKET CHHABRA**

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## SUMMARY

- **Lead Data Scientist** with an extensive experience of **10+ years** in designing data-intensive application solutions, overcoming complex architectural and scalability challenges in diverse industries
- Proficient in predictive modelling, machine-learning and deep-learning algorithms.
- Highly skilled in data visualization, data processing, data mining
- Adept in product and sales analytics along with an expertise in marketing and business consulting
- Excellence in delivery and execution as a team lead and as an individual contributor across various competencies & global locations
- Maintain excellent interpersonal communication, time management and problem resolution skills

## TECHNICAL EXPERTISE

- Languages/Methodologies : Python (NumPy, Pandas, Scikit-learn, TensorFlow, Keras), R
- Machine Learning : Regression Techniques, Decision Trees-Bagging, Random Forest, GBM, Xtreme – XG Boost, LightGBM, CatBoost and Unsupervised Learning - Clustering, PCA
- Deep Learning : Neural Networks – ANN, CNNs, RNNs
- Resampling Methods : Bootstrap, Cross-Validation, Synthetic Controls, Propensity Scores
- Text Analytics : Text Mining, Language Models – Embeddings (deep learning algorithms), Sentiment Analysis
- Time Series : ARIMA Models, Causal Impact, Deep learning algorithms
- Digital Analytics : Funnel Analysis, Online Engagement (Online Behavior) Analysis, Campaign Analytics, Web Sessions, A/B Tests
- Tools : Adobe Analytics, Hadoop, Tableau, Hive
- Distributed Technologies : Web Services (REST)
- Database : SQL (Postgres, Teradata), BigQuery
- IDE : Jupyter Notebook
- Version Control tools : GIT

## WORK EXPERIENCE

**PayPal, Bengaluru, India**

**Jan. 2019 - till date**

**Lead Data Scientist**

## PROJECTS

- ❖ **Merchants Experience/Behavior Impact** – Demystifying merchant behavior post policy changes through various channels (calls/chats/web), capturing customer sentiments and social listening along with analyzing operational efficiency for PayPal KPIs

**Techniques– NLP, ML Model, T5 Transformers (Article/Text Summarization)**

- ❖ **Non-Measurable Activity Measurement** – Facilitate improved accountability between Sales and Finance organizations, building measurement models for non-measurable activities/exercises and estimating their P&L impact.

**Techniques– Causal Impact Modeling, Time Series, Synthetic Controls and Propensity Score Matching**

- ❖ **Churn and Decline Prediction** – Provide support in building a one-stop shop for Churn and Decline Management, build a contextual model by identifying business decline reasons and expanding it into a predictive model incorporating multiple products to ensure effective customer service team's action

**Techniques– XG Boost, Survival Analysis**

**Fidelity Investments, Bengaluru, India**

**Nov.2015 – Jan. 2019**

**Lead - Advanced Analytics and Data Science Division**

**Mar.2018 – Jan. 2019**

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**PROJECTS**

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- ❖ **Health Care Recommendation Engine** – Provide support to Fidelity's 'Total Well Being of Participants' initiative by 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 implemented in collaboration with 'IT Implementation Team' on a 'Decision Support Tool Engine'.

**Techniques– Regressions, Random Forest, XG Boost**

- ❖ **Client Risk/Non-Risk Funnel Attrition** – Prevent clients' rebids in the market, built 'Feedback Loop Sentiment Analysis' for Relationship Management team using historical verbatim data from Net Promoter Score (NPS) for predicting client attrition and linking the same with other risk attributes.

**Techniques– Text Mining: Sentiment Analysis, Topic Modeling**

**Senior Analyst – Wealth Management**

**Nov.2015 – Mar. 2018**

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**PROJECTS**

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- ❖ **Client Prioritisation** – Develop 'Prospect Prioritization Model' used for scoring and tiering each prospect based on its Financial, Acquisition and Product Fit which helped sales executives 'target' prospects in the small market and achieve better response rate, increased efficiency and 20% higher assets.

**Techniques– Logistic Regression**

- ❖ **High Value Participants Acquisition** – Develop managed accounts adoption prioritization approach by building 'Participant Adoption Prioritization Model' to identify highly attractive participants based on segmentation and scored participants based on their likelihood to adopt the service

**Techniques– K-Means Clustering, Logistic Regression, Random Forest, XG**

- ❖ **Landing Zone Effectiveness** – Established Digital Analytics framework to understand the E2E behavior of the Participants, suggest immediate recommendations on changes in online enrollment process resulting in an additional inflow of \$100M+ for the business in 2017

**Techniques– Digital Analytics Adobe Package – Workspace and Discover**

- ❖ **Abandoner Digital Pathing/Behavior** – Analyze 'Digital Pathing' of participants' abandonment to identify potential reasons for abandoning the enrollment. Recommended 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– Digital Analytics Adobe Package – Workspace and Discover**

- ❖ **Participant Retention** – Support business retention strategy by developing 'Participants Retention Model' which aids in identifying drivers influencing participant un-enrollment. The model implementation helped the business retaining 650 participants with worth of \$139M Assets under Management

**Techniques– Logistic Regression**

- ❖ **Ongoing Advice/Beyond Investment Management** – Establish 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– Digital Analytics Adobe Package – Workspace and Discover**

**Genpact LLC, Gurugram, India**

**Jul. 2011 – Nov. 2015**

**Assistant Manager**

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### PROJECTS

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- ❖ [GE Water and Process Technologies](#)
- ❖ [Loan Default Model](#)

### ACCOMPLISHMENTS

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- **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

### EDUCATION

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- Post-Graduation Diploma in Data Science and Business Analytics from Great Lakes Institute of Management Bengaluru, 2016
- M.A. Economics from Delhi School of Economics, 2011
- B.A. Economics from M.J.K. College, University of Bikaner, 2008