Anoop Ragolu

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EDUCATION

University of Cincinnati, Carl H. Lindner College of Business   **Cincinnati, Ohio**

Master of Science, Business Analytics with Data Sciences   **Expected: May 2023**

Machine Learning Design, Probability Methods, Stat Modelling, Data Visualization, Data Wrangling, Data Mining

Indian Institute of Technology Bombay   **Mumbai, India**

Bachelor of Technology, Metallurgical Engineering and Material Science   **Jul'12 – Aug'16**

PROFESSIONAL EXPERIENCE

Walmart Group - Flipkart, Bangalore   **Dec'18 – Aug'22**

Senior Business Analyst | Competitive pricing strategy| *Dynamic pricing strategy for head portfolio of Flipkart (contributing 60% GMV)*
- Identified key value SKUs from consumer lens basis demand, self & competitive elasticity and repeat driving pattern - Python
- Built self-served dashboards with automated pricing recommendations tailored to requirements of sales managers - Powerbi

*Improved customer price perception (NPS) by **21%** and elevated top-line by **17%***

Business Analyst | Budget allocation| *Improving the investment efficiency for India's Biggest festive sale - BBD*
- Fostered an initiative to address the leakages in festive sale budget allocation by creating RPC framework - Python
- Designed integrated data pipeline for live tracking of events performance to help category management teams to take actions

*Received **'Ace the challenge'** award for boosting the efficiency by **28% (INR 900M)** over one-month festive sale*

Business Analyst | Consumer Price perception| *Creating novel solutions for improving the consumer price perception*
- Designed a novel approach to enhance profit margins using Market SKU based competitive pricing - **Patent Pending**
- Introduced 'Best value tag', merging the pricing attributes & post purchase customer reviews using NLP – Python

*Received **Spot Award** for Maximizing the revenue by **9%** with zero operational investment*

Accenture - BridgeI2I Analytics, Bangalore   **Jan'17 – Dec'18**

Analytics Consultant | Collection's scorecard | *Machine Learning Model (GBM) to predict the potential defaulters for vehicle finance*
- Predicted default customers using CIBIL, demographic, & business variables for developing the efficient collections strategy
- Worked as on-site senior analyst, delivered key insights through exploratory analysis and visual stories to business leaders
- Formulated a strategy for cross selling of products to the live customers by predicting the next likely purchase - R

*Increased EMI collection revenue by **24% YoY**; Awarded **best employee of the quarter (2018 Q1)** (4/400)*

Data Analyst | Allocation of leads to agents| *Insights to improve conversion rate of consumer leads to customers for Online Insurance provider*
- Classified lead vs agent segments by building CHAID decision tree and created lead allocation model - R
- Identified best agent performers and analyzed the agent attributes for effective future hiring strategies

*Increased conversion of consumer leads to customers by **36%**; Awarded **Spot** award (2/70)*

DATA ANALYTICS PROJECTS

Graduate Assistant | Carl H. Lindner College of Business | University of Cincinnati   **Aug'22 – Present**
- Extracted the subjective information from the employee exit survey text data including opinions, emotions - Python
- Evaluated sentiment behind the text data using Stanford CoreNLP library including sentence-level & document-level sentiment
- Summarized the text data into clear and concise topics, enabling stakeholders to address issues related to employee departures

TECHNICAL SKILLS

- **Platforms** – Python, R, SAS, SQL, Hive, PowerBi, MS Excel/Power-point, VBA
- **Data Science** – Regression, Classification, Boosting, Clustering, Text Analytics, Forecasting, Network Models, A/B Testing

LEADERSHIP ACTIVITIES & ACHIEVEMENTS

- **Academic – 99.66** percentile in JEE; Selected (100 students in Andhra Pradesh) for fully paid scholarship'09
- **Internship (Jun'15 – Jul'15) -** Developed VBA based algorithm to calculate F-score(F), G-score(G) for Indian F&O companies
- **Hostel Sports Head** – Led the hostel in securing the Sports General Championship and *Honored with 'Best office Bearer'*
- **Sports** – Captained the freshmen cricket team to win Gold General championship; Awarded Hostel Sport Color (4/400)'13 and '14